

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 27, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.2	22,660
2	DALLAS	26.4	21,990
3	MAGNUM, P.I.	24.7	20,580
4	DYNASTY	23.6	19,660
5	FALCON CREST#	23.5	19,580
6	NEWHART	22.3	18,580
7	PEOPLE'S CHOICE AWARDS(S)	22.2	18,490
8	WIZARD OF OZ(S)	21.7	18,080
9	JEFFERSONS	21.6	17,990
10	SIMON & SIMON#	21.5	17,910
11	TRAPPER JOHN, M.D.	21.4	17,830
12	A TEAM#	21.3	17,740
13	FALL GUY	21.0	17,490
14	THREE'S COMPANY	20.9	17,410
15	KNOTS LANDING#	20.6	17,160
16	ARCHIE BUNKER'S PLACE	20.2	16,830
17	THAT'S INCREDIBLE#	19.9	16,580

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WIZARD OF OZ(S)	20.3	44,200
2	60 MINUTES	17.9	39,110
3	MAGNUM, P.I.	16.9	36,800
4	A TEAM#	16.5	36,060
5	DALLAS	15.1	32,970
6	DUKES OF HAZZARD#	14.7	32,120
7	THAT'S INCREDIBLE#	14.6	31,950
8	THREE'S COMPANY	14.2	31,010
9	NEWHART	14.1	30,690
10	JEFFERSONS	13.9	30,400
11	ABC MONDAY NIGHT MOVIE	13.7	29,880
12	FALCON CREST#	13.7	29,860
13	DYNASTY	13.7	29,780
14	PEOPLE'S CHOICE AWARDS(S)	13.5	29,460
15	FALL GUY	13.5	29,340
16	CHIPS	13.4	29,220
17	TRAPPER JOHN, M.D.	13.0	28,350

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	21.2	18,330
2	60 MINUTES	20.3	17,510
3	FALCON CREST#	20.0	17,240
4	MAGNUM, P.I.	19.3	16,650
5	DYNASTY	19.1	16,520
6	NEWHART	17.8	15,400
7	TRAPPER JOHN, M.D.	17.7	15,320
8	JEFFERSONS	17.4	15,040
9	KNOTS LANDING#	17.3	14,920
10	PEOPLE'S CHOICE AWARDS(S)	17.2	14,880
11	WIZARD OF OZ(S)	17.0	14,670
12	NBC MONDAY NIGHT MOVIES#	16.0	13,790
13	ARCHIE BUNKER'S PLACE	15.1	13,080
14	HANK WILLIAMS JR. STORY(S)	15.0	12,920
15	THREE'S COMPANY	14.9	12,840
16	SIMON & SIMON#	14.9	12,830
17	GLORIA	14.7	12,660
18	CBS TUESDAY NIGHT MOVIES	14.3	12,350

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	22.8	17,720
2	A TEAM#	16.9	13,130
3	MAGNUM, P.I.	16.4	12,730
4	THAT'S INCREDIBLE#	16.1	12,490
5	FALL GUY	15.5	12,080
6	ABC MONDAY NIGHT MOVIE	15.1	11,740
7	ARCHIE BUNKER'S PLACE	14.3	11,130
8	DALLAS	13.8	10,770
8	NBC SUNDAY NIGHT MOVIE	13.8	10,770
10	DYNASTY	13.7	10,650
11	NEWHART	13.6	10,610
12	WIZARD OF OZ(S)	13.5	10,500
13	HILL STREET BLUES	13.1	10,210
14	MATT HOUSTON	13.0	10,120
15	JEFFERSONS	13.0	10,100
16	TRAPPER JOHN, M.D.	12.8	9,980

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t) BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 27, 1983 **NIELSEN AVERAGE AUDIENCE**

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WIZARD OF OZ(S)	19.5	10,550
2	DYNASTY	18.6	10,090
3	DALLAS	17.2	9,320
4	NEWHART	16.5	8,960
5	FALCON CREST#	16.5	8,910
6	TRAPPER JOHN, M.D.	16.4	8,880
7	MAGNUM, P.I.	16.1	8,710
8	KNOTS LANDING#	15.9	8,590
9	THREE'S COMPANY	15.6	8,430
10	JEFFERSONS	15.4	8,340
11	NBC MONDAY NIGHT MOVIES#	14.8	8,020
12	60 MINUTES	14.5	7,860
13	9 TO 5	14.2	7,690
14	CBS SAT. NIGHT MOVIE	14.1	7,610
15	SIMON & SIMON#	13.9	7,510
16	HILL STREET BLUES	13.6	7,340

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	32.0	8,480
2	DALLAS	28.4	7,540
3	FALCON CREST#	25.3	6,710
4	PEOPLE'S CHOICE AWARDS(S)	24.2	6,420
5	MAGNUM, P.I.	23.9	6,330
6	ARCHIE BUNKER'S PLACE	21.7	5,760
7	JEFFERSONS	21.1	5,590
8	ACE CRAWFORD, PRIVATE EYE#	20.9	5,540
9	GLORIA	20.8	5,510
10	NEWHART	20.2	5,360
11	LITTLE HOUSE NW BEGINNING	19.9	5,270
12	TRAPPER JOHN, M.D.	19.6	5,190
13	DIFFRENT STROKES-SAT.	19.3	5,110
14	DUKES OF HAZZARD#	19.0	5,040
14	KNOTS LANDING#	19.0	5,040
16	DYNASTY	18.8	4,980
16	GUN SHY#	18.8	4,980
16	HANK WILLIAMS JR. STORY(S)	18.8	4,980

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	19.2	10,050
2	ABC MONDAY NIGHT MOVIE	16.6	8,690
3	HILL STREET BLUES	15.7	8,180
4	FALL GUY	15.4	8,040
4	THAT'S INCREDIBLE#	15.4	8,040
6	A TEAM#	15.3	8,000
7	WIZARD OF OZ(S)	15.1	7,880
8	NBC SUNDAY NIGHT MOVIE	14.5	7,580
9	DYNASTY	14.3	7,450
10	MATT HOUSTON	13.2	6,900
11	ABC SUNDAY NIGHT MOVIE	13.1	6,850
12	MAGNUM, P.I.	12.8	6,690
13	HIGH PERFORMANCE	12.8	6,680
14	CBS SAT. NIGHT MOVIE	12.4	6,470
15	CHIPS	12.0	6,270
15	NBC MOVIE OF THE WEEK(S)	12.0	6,270
17	TRAPPER JOHN, M.D.	11.9	6,230

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	32.2	6,530
2	MAGNUM, P.I.	25.4	5,150
3	ARCHIE BUNKER'S PLACE	21.9	4,430
4	A TEAM#	20.7	4,200
5	DALLAS	19.6	3,980
6	PEOPLE'S CHOICE AWARDS(S)	19.4	3,930
7	GLORIA	18.4	3,720
8	JEFFERSONS	18.3	3,700
8	SIMON & SIMON#	18.3	3,700
10	CBS EVENING NEWS-RATHER	17.8	3,600
10	NEWHART	17.8	3,600
12	NBC MONDAY NIGHT MOVIES#	17.7	3,580
13	FALL GUY	17.3	3,500
14	REAL PEOPLE	17.2	3,490
15	HANK WILLIAMS JR. STORY(S)	16.6	3,370
16	ACE CRAWFORD, PRIVATE EYE#	16.6	3,360
16	FALCON CREST#	16.6	3,360
16	THAT'S INCREDIBLE#	16.6	3,360

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
																WOMEN		MEN		TEENS		CHILDREN							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOTAL	6-11
*EVENING																													
A TEAM																													
2 TUE. 8.00P 60 NBC A 5 206																													
8.00 - 8.30																													
8.30 - 9.00																													
ABC MONDAY NIGHT MOVIE 8 196 200																													
1 MON. 9.00P 120 ABC FF 97 99																													
2 MON. 8.00P 180																													
8.00 - 8.30																													
8.30 - 9.00																													
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
ABC NEWSBRIEF-M-F 116 166 182																													
1 MON. 9.49P 1 ABC N 93 96																													
1 TU-F 9.58P 1																													
2 MON. 9.54P 2																													
2 TUTHF 9.58P 1																													
2 WED. 9.57P 2																													
ABC NEWSBRIEF-SAT. 23 180 181																													
A 17.2 28 1433																													
1750 759 326																													
838 283 455 466 368 306																													
487 151 273 271 211 191																													
235 123 190 129																													
SAT. 9.58P 1 ABC N 96 96																													
B 19.5 32 1624																													
1795 754 312																													
831 280 472 429 383 303																													
579 213 350 325 259 193																													
184 99 201 148																													
ABC NEWSBRIEF-SUN. 24 192 191																													
A 14.5 23 1208																													
1709 763 419																													
810 362 591 487 378 171																													
711 307 538 455 339 132																													
136 81^ 52^ 27^																													
1 SUN. 10.02P 1 ABC N 97 96																													
B 16.9 25 1408																													
1834 691 307																													
741 302 511 462 362 178																													
774 321 554 503 379 165																													
184 76 135 91																													
2 SUN. 9.50P 2																													
ABC SPORTS UPDATE-SAT 24 175 177																													
A 14.6 24 1216																													
1696 711 286																													
750 236 368 378 326 319																													
585 150 301 302 299 256																													
160 80^ 201 145																													
SAT. 8.58P 1 ABC SN 95 96																													
B 16.6 27 1383																													
1785 716 279																													
780 227 422 398 391 303																													
666 218 397 376 332 225																													
143 59 196 133																													
ABC SPORTS UPDATE-SUN 22 195 189																													
A 17.0 25 1416																													
1917 738 339																													
767 286 512 460 405 207																													
729 257 499 479 404 177																													
190 71^ 231 143																													
1 SUN. 8.33P 1 ABC SN 98 97																													
B 15.6 23 1299																													
1895 682 310																													
758 283 478 430 363 231																													
739 286 509 470 375 176																													
177 59 221 151																													
2 SUN. 8.34P 1																													
ABC SUNDAY NIGHT MOVIE 19 203 201																													
A 14.6 24 1216																													
1720 728 340																													
780 326 562 485 384 170																													
755 344 564 461 342 148																													
108 56^ 77^ 41^																													
1 SUN. 9.00P 149 ABC FF 99 98																													
B 17.7 28 1474																													
1842 696 292																													
751 313 536 474 370 167																													
772 334 573 512 376 147																													
183 69 136 95																													
2 SUN. 9.00P 120																													
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
11.00 - 11.30																													
ABC WORLD NEWS TONIGHT 120 201 200																													
A 12.2 21 1016																													
1532 677 219																													
714 181 343 317 340 325																													
624 186 307 296 298 273																													
66 25^ 128 75																													
M-F 6.30P 30 ABC N 99 99																													
B 12.3 21 1025																													
1547 689 206																													
733 187 340 334 349 328																													
636 181 328 324 317 255																													
75 35 103 61																													
ABC WRLD NEWS TONIGHT-SUN 19 161 165																													
A 8.3 16 691																													
1598 568 202																													
627 155^ 241 256 305 334																													
709 195 345 355 358 310																													
77^ 10^ 185 127^																													
SUN. 6.30P 30 ABC N 87 88																													
B 8.4 15 700																													
1630 737 243																													
795 202 357 334 362 393																													
655 174 317 334 313 279																													
65 22 115 76																													
ACE CRAWFORD, PRIVATE EYE 1 196																													
A 15.0 22 1250																													
1613 670 229																													
729 115^ 245 269 310 444																													
606 132^ 280 278 360 269																													
46^ 12^ 232 146^																													
2 TUE. 8.00P 30 CBS C5 99 99																													
B 15.0 22 1250																													
1613 670 229																													
729 116 245 269 310 444																													
606 132 280 278 360 269																													
46 12 232 146																													
ALICE 3 191 201																													
A 15.9 24 1324																													
1740 715 301																													
798 290 443 364 313 309																													
539 188 308 250 231 197																													
266 180 137 95																													
MON. 9.00P 30 CBS C5 99 99																													
B 20.8 30 1733																													
1886 776 335																													
877 330 500 405 338 324																													
585 210 349 304 262 192																													
234 134 190 126																													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
EVENING CONT'D																																		
AMANDA'S 1 THU. 8.30P 30 ABC CS 5 170 96										A 12.1 18 1008	1535 673 211^	738 251 385 332 288 310	482 147^ 249 210^ 183^203^	116^ 56v 199^ 95^																				
B 15.4 23 1283										1579 699 274	746 231 382 343 335 321	500 143 267 230 256 202	150 76 183 121																					
ARCHIE BUNKER'S PLACE SUN. 8.00P 30 CBS CS 21 199 195 99 98										A 20.2 31 1683	1680 696 315	776 276 381 338 287 341	662 206 361 311 301 264	90 66^ 152 100																				
B 19.0 29 1583										1627 738 280	804 217 353 330 327 399	617 184 303 287 272 270	83 49 123 82																					
AT EASE FRI. 8.30P 30 ABC CS 3 167 188 93 97										A 13.7 21 1141	1649 693 281	776 270 440 379 359 277	559 220 340 300 255 176	156 62^ 158 108																				
B 14.1 22 1175										1683 688 300	766 263 448 385 363 270	537 197 335 290 256 170	209 83 171 127																					
BENSON FRI. 8.00P 30 ABC CS 20 169 184 93 96										A 15.7 25 1308	1625 701 298	786 235 416 374 387 318	572 195 350 320 286 187	103 56^ 164 125																				
B 16.1 26 1341										1719 732 287	808 246 442 402 382 313	564 189 342 326 283 176	152 81 195 135																					
BUGS BUNNY MYSTERY SPEC.(S) 1 TUE. 8.30P 30 CBS EA 168 91										A 14.7 21 1225	2287 533 225	606 315 400 350 243 144^	455 260 336 268 147^105^	328 179^ 898 523																				
CAGNEY & LACEY MON. 10.00P 60 CBS OP 17 190 198 99 99										A 12.5 20 1041	1399 711 308	809 267 449 446 389 283	465 129 246 237 227 189	74^ 52^ 51^ 32^																				
B 15.4 25 1283										1496 717 307	782 272 459 438 379 260	558 208 350 326 263 172	98 56 58 34																					
10.00 - 10.30										A 12.6 20 1050	1397 702 297	811 260 442 433 386 298	447 122 229 220 212 189	85^ 63^ 54^ 36^																				
10.30 - 11.00										A 12.4 21 1033	1390 715 316	800 271 453 457 393 264	477 136 259 250 235 188	65^ 41^ 48^ 29v																				
CBS EVENING NEWS-RATHER M-F 6.30P 30 CBS N 120 202 203 99 99										A 14.4 25 1200	1429 656 203	701 141 247 254 299 394	570 103 226 243 307 300	58 25^ 100 58																				
B 14.5 25 1208										1477 691 217	746 129 273 290 348 409	577 122 239 248 284 289	64 30 90 48																					
CBS EVENING NEWS-DEAN 2 SUN. 6.30P 30 CBS N 15 172 85										A 9.4 17 783	1619 668 204^	755 175^ 336 272^ 326 363	777 233^ 367 397 346 322	26v LT 61v LT																				
B 10.5 19 875										1587 703 211	759 161 310 307 336 391	675 164 313 321 338 284	57 32 96 58																					
CBS EVENING NEWS-DEAN(B) 1 SUN. 6.30P 30 CBS N 98 46										A 4.2 8 350	1503 766 138v	766 122v 182^210^ 424^530^	691 207^ 350^231^ 272^313^	LT LT 34v LT																				
CBS SAT. NEWS-SCHIEFFER 1 SAT. 6.30P 30 CBS N 16 154 135 87 74										A 8.5 17 708	1435 563 223	631 106^ 205 223 295 382	611 102^ 254 270 347 317	57^ 8v 136^ 74^																				
2 SAT. 6.35P 25										B 10.6 20 883	1551 677 209	732 122 268 276 354 405	659 164 315 293 321 295	69 35 91 46																				
CBS SAT. NIGHT MOVIE SAT. 9.00P 120 CBS FF 22 179 190 95 98										A 16.6 28 1383	1872 726 308	822 320 551 509 397 200	659 268 468 442 339 136	191 90 200 136																				
B 15.3 26 1274										1801 718 277	772 239 475 453 407 238	676 240 440 411 360 182	181 73 172 135																					
9.00 - 9.30										A 14.5 24 1208	2020 740 337	855 366 598 523 394 186	693 295 489 472 345 146	202 95^ 270 165																				
9.30 - 10.00										A 16.6 27 1383	1937 736 326	827 320 564 525 411 189	660 259 465 454 349 133	214 97 236 154																				
10.00 - 10.30										A 17.8 31 1483	1792 710 282	801 303 523 496 390 205	645 260 459 432 333 134	183 85 163 118																				
10.30 - 11.00										A 17.6 32 1466	1754 716 291	807 300 524 487 393 218	631 258 454 414 328 128	167 83 149 110																				
CBS TUESDAY NIGHT MOVIES TUE. 9.00P 120 CBS FF 17 199 203 99 99										A 17.8 28 1483	1498 718 288	833 266 438 402 409 320	501 161 303 270 263 162	105 51^ 59^ 41^																				
B 17.8 28 1483										1563 771 289	833 259 466 445 410 297	545 180 325 295 272 183	107 60 78 50																					
9.00 - 9.30										A 17.9 26 1491	1559 732 287	831 270 426 389 391 329	511 151 307 273 282 170	135 64^ 82 54^																				
9.30 - 10.00										A 18.4 27 1533	1553 741 313	855 268 448 413 417 336	505 149 295 271 270 174	124 56^ 69^ 51^																				
10.00 - 10.30										A 17.9 29 1491	1442 703 280	825 263 439 405 411 310	498 172 307 271 252 155	78^ 39^ 41^ 28^																				
10.30 - 11.00										A 17.1 30 1424	1423 689 267	814 255 434 389 414 307	491 175 307 264 249 149	73^ 43^ 45^ 31^																				
CBS WEDNESDAY NIGHT MOVIE 1 WED. 9.00P 120 CBS FF 14 196 203 99 99										A 15.9 25 1324	1534 770 296	856 280 482 416 414 311	483 168 273 254 244 173	102 60^ 93 69^																				
2 WED. 8.00P 180										B 15.0 23 1250	1486 750 300	818 228 445 434 431 303	495 155 278 260 260 177	96 61 77 49																				
8.00 - 8.30										A 17.7 27 1474	1633 768 286	841 260 489 441 420 295	515 193 304 260 258 170	116^ 72^ 161^ 115^																				
8.30 - 9.00										A 18.6 28 1549	1649 791 313	877 267 506 457 439 308	500 172 289 255 252 172	121^ 60^ 151^ 113^																				
9.00 - 9.30										A 16.1 24 1341	1529 787 292	861 269 457 383 413 340	477 174 268 241 230 176	89^ 51^ 102 76^																				
9.30 - 10.00										A 16.4 24 1366	1548 820 310	898 290 497 417 425 339	484 165 264 253 240 182	92 50^ 74^ 57^																				
10.00 - 10.30										A 15.4 25 1283	1459 730 292	827 290 480 410 404 280	467 159 262 250 240 171	112 75^ 53^ 42^																				
10.30 - 11.00										A 13.8 23 1150	1436 717 278	810 275 460 402 392 290	474 159 264 257 247 170	88^ 59^ 64^ 48^																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Y	%	%	(0,000)	(2+)	OF HOUSE	WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
CHEERS						10	182	196	A 15.0	23	1250	1851	699	290	807	397	563	489	281	201	613	316	446	406	234	126	269	113	162	125			
THU.		9.30P	30	NBC	CS	98	97	B 14.4	21	1200	1741	717	305	787	355	527	463	315	211	613	292	449	367	258	129	192	100	149	100				
CHIPS						20	207	189	A 15.1	23	1258	2323	709	302	755	288	518	453	346	183	665	272	497	430	351	112	365	200	538	332			
SUN.		8.00P	60	NBC	OP	99	90	B 15.9	24	1324	2252	704	299	773	293	516	455	358	208	682	277	491	414	329	151	313	140	484	328				
8.00 - 8.30								A 14.3	22	1191	2353	706	307	755	280	520	443	348	190	654	276	494	419	338	108	384	217	560	348				
8.30 - 9.00								A 15.9	23	1324	2285	710	295	752	293	517	464	345	176	670	268	496	436	358	117	345	183	518	315				
CONDO						5	170	A 12.1	19	1008	1451	662	149	739	221	353	319	313	328	465	121	228	207	207	201	97	45	150	74				
1 THU.		8.00P	30	ABC	CS	96		B 16.0	24	1333	1624	705	259	756	237	381	354	342	321	498	159	277	245	243	188	164	82	206	139				
DALLAS						23	195	204	A 26.4	42	2199	1499	774	272	834	251	425	416	375	343	490	175	270	254	222	181	78	48	97	62			
1 FRI.		9.00P	60	CBS	GD	99	99	B 24.5	39	2041	1615	822	296	887	259	433	424	392	381	524	178	281	265	229	207	79	44	125	80				
2 FRI.		10.00P	60					A 26.8	40	2232	1517	764	239	824	220	394	401	375	361	515	182	288	276	224	189	87	46	91	59				
9.00 - 9.30								A 28.6	43	2382	1503	751	253	837	245	418	400	364	356	514	176	286	274	229	189	71	38	81	57				
9.30 - 10.00								A 24.9	41	2074	1527	800	304	846	286	459	434	376	323	467	183	266	238	215	163	80	55	134	77				
10.00 - 10.30								A 25.0	43	2083	1450	791	296	834	258	432	430	386	331	460	160	240	221	220	184	71	54	85	59				
10.30 - 11.00																																	
DIFF'RENT STROKES-SAT.						22	180	186	A 16.3	27	1358	1972	706	238	753	144	327	342	351	376	529	162	251	257	225	217	253	182	437	281			
SAT.		8.00P	30	NBC	CS	94	93	B 15.4	26	1283	2036	731	272	808	257	432	381	325	315	542	196	312	285	228	181	265	143	421	293				
DUKES OF HAZZARD						23	180	A 19.8	31	1649	1948	621	193	663	152	304	345	328	306	503	158	275	285	237	199	218	117	564	305				
1 FRI.		8.00P	60	CBS	CS	95		B 17.5	29	1458	1945	659	212	706	202	342	328	315	312	556	177	292	271	263	227	162	69	521	285				
8.00 - 8.30								A 18.3	29	1524	1920	591	191	641	155	292	326	307	298	503	159	275	282	231	202	210	116	566	291				
8.30 - 9.00								A 21.2	33	1766	1976	648	195	682	150	314	360	344	314	504	157	273	291	245	197	227	119	563	320				
DYNASTY						19	202	202	A 23.6	39	1966	1515	741	325	841	321	514	434	388	255	542	262	378	308	206	130	93	58	39	31			
WED.		10.00P	60	ABC	GD	99	99	B 22.3	36	1858	1579	797	329	882	357	557	483	399	251	544	248	373	315	221	131	97	56	56	34				
10.00 - 10.30								A 23.5	38	1958	1521	731	315	829	305	500	432	388	257	552	267	385	316	210	131	92	57	48	34				
10.30 - 11.00								A 23.7	40	1974	1502	747	334	848	336	524	437	385	248	530	256	373	302	202	126	94	58	30	28				
FACTS OF LIFE						19	165	189	A 17.7	26	1474	1719	689	287	782	275	426	352	301	304	546	209	343	279	220	173	197	131	194	139			
WED.		9.00P	30	NBC	CS	91	97	B 17.4	26	1449	1748	735	287	820	301	467	406	323	297	489	185	295	251	201	161	240	156	199	141				
FALCON CREST						22	196	A 23.5	39	1958	1525	822	303	882	247	456	470	423	343	475	150	270	259	230	171	91	49	77	62				
1 FRI.		10.00P	60	CBS	GD	99		B 20.7	35	1724	1544	821	290	883	236	426	434	423	370	485	143	251	241	235	193	92	53	84	63				
10.00 - 10.30								A 23.7	38	1974	1545	823	305	886	257	461	475	416	343	470	145	261	255	227	172	97	51	92	71				
10.30 - 11.00								A 23.3	39	1941	1501	820	300	877	239	449	465	426	344	479	155	278	264	231	170	84	47	61	54				
FALL GUY						20	166	200	A 21.0	31	1749	1678	612	240	664	209	397	394	348	203	690	308	460	389	266	200	165	58	159	107			
WED.		9.00P	60	ABC	A	95	99	B 19.8	30	1649	1786	663	270	716	273	463	422	352	194	668	273	454	397	313	171	188	63	214	151				
9.00 - 9.30								A 19.8	29	1649	1703	602	235	654	205	397	397	344	197	695	307	460	393	265	203	179	65	175	115				
9.30 - 10.00								A 22.2	33	1849	1648	617	242	669	211	395	391	351	208	684	306	456	384	266	198	154	52	141	97				
FAME						23	149	189	A 13.4	21	1116	2278	676	317	795	437	604	488	262	150	524	271	417	346	219	73	422	242	537	357			
THU.		8.00P	60	NBC	GD	89	95	B 13.7	21	1141	1989	707	295	790	362	547	443	307	197	548	260	403	334	233	113	295	183	356	250				
8.00 - 8.30								A 13.0	20	1083	2310	682	338	799	434	601	487	264	157	532	268	423	339	229	79	437	250	542	360				
8.30 - 9.00								A 13.7	21	1141	2253	677	299	797	441	610	488	261	149	518	273	415	354	214	67	402	233	536	360				
FAMILY TIES						20	165	194	A 17.0	25	1416	1623	664	285	766	283	460	386	308	264	529	188	344	281	242	152	192	130	136	90			
WED.		9.30P	30	NBC	CS	93	98	B 15.3	23	1274	1719	751	312	834	324	501	429	326	277	507	199	320	269	208	156	222	141	156	111				
FANTASY ISLAND						18	194	189	A 15.3	27	1274	1625	693	333	740	275	454	456	369	207	460	174	274	263	196	155	239	96	106	149			
SAT.		10.00P	60	ABC	A	98	96	B 16.7	30	1391	1723	726	311	796	305	505	455	374	229	548	223	361	326	239	153	212	114	167	129				
CONT'D																																	

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
														TOTAL	18-34	WOMEN 18-49			25-54	35-64	55+	TOTAL	18-34	MEN 18-49			25-54	35-64	55+								
EVENING CONT'D																																					
FANTASY ISLAND-CONT'D																																					
10.00 - 10.30														A	15.6	27	1299	1602	673	315	717	266	434	437	352	208	458	172	268	254	195	157	235	97	192	150	
10.30 - 11.00														A	15.0	27	1250	1639	709	345	759	280	471	477	384	205	455	173	277	269	197	149	245	97	180	145	
GAVILAN(S)														176	A	8.1	14	675	1671	668	334	784	284	470	434	360	211	600	171	381	381	352	170	167	37	120	80
2 FRI. 10.00P 60 NBC A														94	A	8.4	14	700	1767	692	353	814	304	494	459	364	214	625	167	406	401	375	177	180	45	148	104
10.00 - 10.30														A	7.8	13	650	1551	640	310	746	264	441	405	352	203	566	171	352	357	324	161	151	25	88	54	
10.30 - 11.00																																					
GIMME A BREAK														10	A	14.8	22	1233	1940	699	266	807	376	539	473	293	217	534	223	365	322	217	138	307	142	292	230
THU. 9.00P 30 NBC CS														96	B	15.0	22	1250	1843	722	280	805	341	531	455	332	225	525	225	379	310	232	118	261	148	252	178
GLORIA														21	A	18.5	27	1541	1716	734	325	822	299	419	353	303	357	640	222	355	297	274	242	105	76	149	96
SUN. 8.30P 30 CBS CS														99	B	18.9	28	1574	1645	758	295	826	237	385	357	340	388	584	189	302	283	252	239	96	63	139	95
GOLD MONKEY														3	A	9.0	15	750	1827	599	267	658	252	451	424	336	172	687	266	455	433	355	179	271	132	211	149
FRI. 10.00P 60 ABC A														96	B	9.7	16	808	1734	582	256	626	234	423	388	329	167	691	257	453	422	373	184	241	117	176	128
10.00 - 10.30														A	9.1	15	758	1814	582	257	636	252	441	412	317	161	669	252	432	416	352	181	268	135	241	159	
10.30 - 11.00														A	9.0	15	750	1800	606	271	669	250	455	428	349	182	686	272	466	439	347	173	269	125	176	135	
GUN SHY														1	A	14.3	21	1191	1707	698	226	773	155	320	313	333	418	621	133	305	291	348	271	66	30	247	157
2 TUE. 8.30P 30 CBS CS														99	B	14.3	21	1191	1707	698	226	773	155	320	313	333	418	621	133	305	291	348	271	66	30	247	157
HANK WILLIAMS JR. STORY(S)														201	A	18.6	29	1549	1613	776	294	834	215	458	455	422	322	578	168	318	298	303	218	100	76	101	50
1 MON. 9.00P 120 NBC FF														99																							
9.00 - 9.30														A	17.9	27	1491	1700	765	284	828	218	454	445	403	321	599	179	335	302	306	225	92	68	181	85	
9.30 - 10.00														A	18.0	27	1499	1661	781	305	839	221	467	475	428	308	576	152	299	288	313	229	112	82	134	71	
10.00 - 10.30														A	19.2	31	1599	1563	776	293	831	206	458	452	433	323	574	171	321	307	303	211	104	79	54	23	
10.30 - 11.00														A	19.5	33	1624	1521	776	288	828	211	453	447	423	328	554	168	311	296	286	204	97	74	42	19	
HAPPY DAYS														22	A	15.8	24	1316	1808	673	306	742	317	483	382	282	219	405	173	273	209	177	113	313	208	348	245
TUE. 8.00P 30 ABC CS														93	B	17.8	27	1483	1902	686	295	761	347	527	418	298	194	485	228	340	287	198	109	282	158	374	249
HART TO HART														19	A	19.1	32	1591	1509	639	281	710	265	458	436	334	190	507	163	321	326	273	153	184	123	108	51
TUE. 10.00P 60 ABC PD														99	B	19.0	32	1583	1607	739	301	807	323	542	477	380	209	572	244	389	343	250	140	135	82	93	53
10.00 - 10.30														A	19.2	31	1599	1493	636	280	706	272	457	436	324	188	496	162	317	322	267	148	175	111	116	55	
10.30 - 11.00														A	19.0	33	1583	1518	637	280	710	259	458	432	339	190	517	165	326	328	278	156	191	133	100	47	
HIGH PERFORMANCE														3	A	16.0	24	1333	1858	569	224	615	201	374	366	329	182	695	347	500	414	277	168	246	97	302	206
WED. 8.00P 60 ABC A														96	B	15.8	24	1316	1844	567	237	624	224	395	352	326	176	675	308	478	398	299	162	239	96	306	189
8.00 - 8.30														A	15.1	23	1258	1862	566	213	605	194	358	357	330	184	698	359	506	408	272	165	239	97	320	210	
8.30 - 9.00														A	16.9	25	1408	1849	572	232	621	205	386	374	327	179	693	338	497	420	279	168	249	97	286	199	
HILL STREET BLUES														24	A	15.6	26	1299	1754	705	347	768	345	564	492	342	169	786	400	630	521	348	126	132	50	68	45
THU. 10.00P 60 NBC OP														98	B	18.9	31	1574	1704	707	328	762	334	552	492	356	164	747	367	581	498	330	128	138	55	57	34
10.00 - 10.30														A	15.9	25	1324	1746	685	334	751	337	550	482	335	166	769	393	608	508	339	130	143	60	83	57	
10.30 - 11.00														A	15.3	26	1274	1758	722	358	783	354	579	505	350	167	805	406	652	535	357	123	118	37	52	31	
HOW BUGS BUNNY WON-WEST(S)														168	A	15.0	22	1250	2090	509	240	554	261	342	290	236	168	462	234	330	291	182	117	274	145	800	468
1 TUE. 8.00P 30 CBS EA														91																							
IT TAKES TWO														19	A	12.3	19	1025	1629	779	311	841	344	513	447	352	267	471	174	287	277	197	153	168	103	149	102
THU. 9.30P 30 ABC CS														91	B	15.3	23	1274	1631	722	261	788	274	452	401	351	281	494	183	300	270	220	150	199	118	150	109
JEFFERSONS														21	A	21.6	32	1799	1690	750	333	835	301	463	429	338	311	563	194	306	272	240	206	144	78	148	92
SUN. 9.00P 30 CBS CS														99	B	20.2	29	1683	1694	759	307	835	249	413	392	354	366	557	190	300	281	239	210	148	84	154	105

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17)	CHILDREN (2-11)									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2						TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOTAL	6-11	
LATE FRINGE CONT'D																													
CBS NCAA BSKBL CHA-CONT'D																													
		1.30 - 2.00						A	5.7	34	475	1419	489^239^	489^289^	438^388^	200^	17^		930	510	759	450^	338^171^	LT	LT	LT	LT		
		2.00 - 2.30						A	4.2	32	350	1374	443^229^	443^268^	443^366^	175^	LT		888	500^	746	498^	288^142^	43^	LT	LT	LT		
CBS NEWS NIGHTWATCH-1																													
		M-THSU 2.00A 30		CBS	N	107	77 78	A	1.5	18	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
								B	1.5	18	125	312	134 81	154	49	81	80	75	46	153	51	85	95	90	40	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-2																													
		M-THSU 2.30A 210		CBS	N	115	114 114	A	1.0	23	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		2.30 - 3.00						B	1.0	23	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		3.00 - 3.30						A	1.3	19	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		3.30 - 4.00						A	1.2	23	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		4.00 - 4.30						A	1.0	23	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		4.30 - 5.00						A	1.0	27	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		5.00 - 5.30						A	.8	24	67	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
		5.30 - 6.00						A	.8	24	67	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
								A	.9	24	75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
CBS SUNDAY NEWS-OSGOOD																													
		SUN. 11.00P 15		CBS	N	24	116 117	A	5.6	11	466	1464	739 305	877	289	475	408	382	328	573	231^	373	357	262	137^	14^	LT	LT	
								B	6.0	12	500	1294	664 251	698	177	291	295	312	354	549	177	312	314	250	194	31	19	16	11
DAVID LETTERMAN I																													
		1 MTU TH 12.30A 30		NBC	GV	95	183 182	A	3.2	17	267	1015	433 172^	516	206^	314	202^	171^195^		460	254	377	218^	169^	60^	39^	LT	LT	
		1 WED. 12.41A 30						B	3.0	16	250	1115	471 179	547	244	335	242	199	182	517	300	425	304	175	71	41	LT	LT	
		2 M-TH 12.30A 30																											
DAVID LETTERMAN II																													
		1 MTU TH 1.00A 30		NBC	GV	95	182 182	A	2.5	17	208	1034	432 153^	529	260^	342	183^	149^187^		462	260^	414	250^	174^	34^	43^	LT	LT	
		1 WED. 1.11A 30						B	2.3	16	192	1000	390 146	470	238	299	200	152	146	486	310	416	275	142	54	37	LT	LT	
		2 M-TH 1.00A 30																											
LAST WORD																													
		1 M-TH 12.00M 60		ABC	N	85	165 167	A	2.5	11	208	1202	586 192^	610	173^	370	308	341	192^	515	174^	351	389	293	106^	68^	LT	LT	
		1 TUE. 12.00M 63						B	2.7	11	225	1156	549 189	587	159	340	319	332	188	522	185	318	320	262	155	38	LT	LT	
		2 MON. 12.00M 60																											
		2 TUE. 12.06A 55																											
		2 WED. 12.04A 60																											
		2 THU. 12.00M 65																											
		2 FRI. 12.10A 62																											
		12.00 - 12.30						A	2.9	11	242	1153	545 169^	574	148^	334	293	335	190^	513	174^	364	389	293	99^	62^	LT	LT	
		12.30 - 1.00						A	2.2	11	183	1295	635 224^	662	197^	411	334	361	202^	547	180^	360	404	312^121^	70^	LT	LT	LT	
LATE MOVIE I																													
		M & TU 11.30P 71		CBS	FF	124	161 167	A	6.2	21	516	1221	571 251	668	215	414	387	334	208	479	163	314	310	248	132	55^	14^	LT	
		1 W & TH 11.30P 72						B	6.0	21	500	1294	644 289	714	238	433	405	360	208	506	212	348	317	232	119	59	29	15	LT
		1 FRI. 11.30P 78																											
		2 WED. 11.30P 72																											
		11.30 - 12.00						A	6.3	18	525	1291	624 280	725	253	442	396	340	228	473	152	286	305	254	143	66^	22^	LT	
		12.00 - 12.30						A	6.3	24	525	1168	554 236	636	194	398	380	328	198	466	167	320	301	229	119	50^	10^	LT	
LATE MOVIE II																													
		1 MON. 12.41A 48		CBS	FF	124	161 167	A	4.2	25	350	1077	478 191	549	137^	377	369	326	146^	477	168^	317	297	249	143^	51^	LT	LT	
		1 TUE. 12.41A 49						B	4.1	24	342	1177	553 257	624	206	407	383	332	158	495	213	350	318	233	103	46	16	LT	
		1 WED. 12.42A 49																											
		1 THU. 12.42A 45																											
		1 FRI. 12.48A 40																											
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								TOTAL		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																														
LATE MOVIE 11-CONT'D																														
2	MON.	12.41A	46																											
2	TUE.	12.41A	51																											
2	WED.	12.42A	50																											
		1.00 - 1.30						A	3.9	25	325	1135	488	197	562	129	393	385	341	144	508	176	336	154	65	LT	LT	LT		
NBC LATE NIGHT MOVIE																														
1	SUN.	11.30P	45	NBC	FF	38	38		1.6	5	133	1383	557	83	662	226	353	331	263	271	721	247	442	451	376	165	LT	LT	LT	
2	SUN.	11.30P	41					B	1.5	5	125	651	282	82	316	116	203	168	144	97	315	143	217	199	131	80	LT	LT	LT	
		11.30 - 12.00						A	1.7	5	142	1401	578	98	655	211	345	330	288	275	746	246	435	430	380	211	LT	LT	LT	
NBC NEWS OVERNIGHT-M-F																														
1	MON.	1.30A	31	NBC	N	90	91		1.6	14	133	323	98	LT	113	45	45	LT	LT	68	180	52	90	90	83	75	LT	LT	LT	
1	TUE.	1.30A	44					B	1.4	13	117	471	155	60	188	93	121	86	68	59	250	134	181	143	74	62	LT	LT	LT	
1	WED.	1.41A	31																											
1	THU.	1.30A	32																											
	FRI.	2.00A	29																											
2	MON.	1.30A	44																											
2	TUE.	1.30A	31																											
2	WED.	1.30A	32																											
2	THU.	1.30A	30																											
		1.30 - 2.00						A	1.5	13	125	240	80	LT	96	LT	LT	LT	LT	64	136	LT	64	64	64	72	LT	LT	LT	
		2.00 - 2.30						A	1.8	14	150	453	127	87	140	87	87	87	LT	53	300	100	227	200	167	33	LT	LT	LT	
SATURDAY NIGHT																														
1	SAT.	11.30P	79	NBC	GV	98	97	A	7.8	22	650	1502	528	321	633	360	510	302	210	109	550	317	512	365	213	38	201	112	118	109
2	SAT.	11.30P	82					B	7.2	22	600	1544	567	279	633	333	489	369	233	117	630	362	542	429	237	60	224	118	57	46
		11.30 - 12.00						A	8.5	22	708	1508	500	260	593	303	437	288	210	142	593	309	534	389	254	59	217	118	105	96
		12.00 - 12.30						A	7.9	23	658	1505	549	328	644	375	545	318	226	88	538	325	507	359	201	31	193	104	130	114
		12.30 - 1.00						A	6.8	24	566	1701	664	672	862	628	820	383	222	22	512	356	494	303	146	18	174	101	153	153
SCTV NETWORK																														
FRI.	12.30A	90	NBC	GV		97	97	A	3.7	18	308	718	340	129	379	132	224	247	166	132	258	151	202	133	74	46	59	59	22	22
	12.30 - 1.00							B	3.3	16	275	1176	414	171	501	275	375	261	163	106	481	262	399	315	184	60	171	98	23	LT
	1.00 - 1.30							A	4.6	18	383	867	439	104	480	138	294	318	253	162	269	141	198	141	94	47	92	92	26	26
	1.30 - 2.00							A	3.6	17	300	613	273	130	309	126	167	197	107	112	221	134	177	113	56	44	57	57	26	26
								A	2.9	17	242	612	257	162	298	133	182	195	99	103	297	186	244	149	75	53	LT	LT	LT	LT
TONIGHT SHOW																														
1	MTUTHF	11.30P	60	NBC	GV	99	99	A	6.5	21	541	1218	581	206	635	193	361	320	321	233	511	168	341	301	269	135	59	27	13	LT
1	WED.	11.41P	60					B	6.8	22	566	1296	631	204	680	211	382	341	341	250	546	207	367	319	254	149	51	24	19	11
2	M-F	11.30P	60																											
		11.30 - 12.00						A	7.4	21	616	1274	626	243	666	196	385	354	349	239	535	167	353	318	287	146	58	26	15	8
		12.00 - 12.30						A	5.9	22	491	1126	514	157	578	181	328	279	288	214	476	171	326	277	245	118	63	31	LT	LT
WEEKDAY DAYTIME																														
ABC AFTERSCHOOL SPECIAL(S)																														
2	WED.	4.30P	60	ABC	TV			A	8.9	24	741	1351	672	176	708	360	521	317	311	162	335	142	210	140	150	100	161	144	147	51
		4.30 - 5.00						A	8.1	24	675	1372	635	143	715	399	541	311	275	154	322	145	206	136	143	90	187	150	148	52
		5.00 - 5.30						A	9.7	25	808	1321	698	199	698	328	504	318	339	167	341	136	208	143	153	107	139	139	143	50
ABC DAYTIME NEWSBRIEF-M-F																														
1	M-F	1.57P	2	ABC	N	94	94	A	7.5	25	625	1230	788	244	895	453	680	488	360	183	204	112	143	95	73	56	50	30	81	19
2	MTUTHF	1.57P	2					B	8.3	28	691	1275	820	224	923	441	675	499	378	201	215	113	149	102	69	57	57	45	80	29
2	WED.	1.56P	3																											

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																													
ABC WORLD NEWS-MORN-645A 50 148 149 A 2.2 18 183 1350 584 212^ 595 153^ 307^295^ 245^251^ 454 88^ 169^235^ 262^219^ 110^ 49^ 191^ 76^																													
M-F 6.45A 15 ABC N 88 88 B 1.9 16 158 798 418 221 425 152 252 225 191 158 256 60 103 138 145 114 46 LT 71 35																													
ALL MY CHILDREN 119 199 200 A 8.6 29 716 1293 818 238 925 470 693 487 346 205 211 113 139 92 70 67^ 50^ 30^ 107 28																													
M-F 1.00P 60 ABC DD 99 99 B 9.4 32 783 1278 814 221 919 447 676 495 368 196 213 111 144 99 68 60 58 43^ 88 30																													
1.00 - 1.30 A 8.3 28 691 1284 812 232 916 475 686 475 333 206 208 108 132 90 69^ 73^ 49^ 31^ 111 28^																													
1.30 - 2.00 A 9.0 30 750 1267 813 241 921 458 692 497 356 198 200 109 136 86 65^ 61^ 50^ 28^ 96 24^																													
ANOTHER WORLD 119 200 201 A 5.0 18 417 1201 839 177 919 310 464 396 366 417 188 56^ 77^ 39^ 62^108^ 30^ 11^ 64^ 36^																													
M-F 2.00P 60 NBC DD 98 98 B 4.8 17 400 1219 827 161 907 297 442 386 382 404 200 77 105 70 64 89 42 31 70 24																													
2.00 - 2.30 A 5.1 18 425 1209 822 166 908 301 457 385 365 416 201 58^ 82^ 48^ 71^114^ 36^ 16^ 64^ 31^																													
2.30 - 3.00 A 4.9 18 408 1179 842 180 916 313 463 397 363 417 176 53^ 73^ 31^ 57^101^ 23^ LT 64^ 37^																													
AS THE WORLD TURNS 123 201 204 A 7.5 26 625 1186 770 115 829 216 357 331 348 417 272 91^ 122 93^ 105 138 16 12^ 69^ LT																													
M-F 1.30P 60 CBS DD 98 99 B 7.6 26 633 1265 848 145 917 232 413 406 403 442 237 75 113 95 97 111 28 18 83 26																													
1.30 - 2.00 A 7.2 24 600 1175 761 104 825 215 351 326 339 419 268 87^ 113 92^ 105 139 17^ 13^ 65^ LT																													
2.00 - 2.30 A 7.8 28 650 1177 773 122 822 211 356 332 351 414 269 96 126 87^ 95 136 15^ 12^ 71^ 9^																													
CAPITOL 123 190 193 A 5.8 21 483 1157 747 136 824 237 403 361 372 365 239 79^ 105^ 73^ 94^123 27^ 19^ 67^ 10^																													
M-F 2.30P 30 CBS DD 95 96 B 6.0 22 500 1225 824 168 894 254 448 428 390 384 206 73 102 80 82 94 37 20 88 25																													
CBS EARLY MORNING NEWS 115 126 126 A 1.2 15 100 LT																													
M-F 6.30A 30 CBS N 88 88 B 1.2 14 100 LT																													
CBS LIBRARY(S) 134 A 4.0 11 333 1156 408^195^ 508^160^ 211^ 93^ 162^297^ 237^103^ 147^ 62^ 134^ 90^ 83^ 44^ 328^ 283^																													
2 TUE. 4.30P 60 CBS CL 75																													
4.30 - 5.00 A 3.6 11 300 1020 421^200^ 487^ 93^ 130^ 63^ 160^357^ 273^136^ 183^ 57^ 137^ 90^ 30^ LT 230^ 193^																													
5.00 - 5.30 A 4.3 11 358 1268 400^189^ 528^217^ 279^118^ 162^249^ 206^ 72^ 114^ 68^ 134^ 92^ 126^ 84^ 408^ 357^																													
CBS MORNING NEWS 1 115 187 187 A 3.3 15 275 1120 508 130^ 603 80^ 229 284 335 305 484 110^ 171^208^ 283 261 LT LT 33^ LT																													
M-F 7.30A 30 CBS N 99 99 B 3.2 16 267 1154 573 153 612 76 256 278 342 309 469 83 157 176 251 271 19 LT 54 LT																													
CBS MORNING NEWS 2 115 188 187 A 3.6 16 300 1027 573 157^ 660 100^ 231 233 356 394 317 90^ 110^109^ 161^191^ LT LT 40^ LT																													
M-F 8.30A 30 CBS N 99 99 B 3.4 16 283 1168 658 143 693 124 243 236 318 403 400 83 151 153 182 226 21 LT 54 LT																													
CHILD'S PLAY 123 166 166 A 4.8 22 400 1390 706 175 791 286 443 326 267 328 318 115^ 172 120^ 116^140^ 81^ 37^ 200 75^																													
M-F 10.30A 30 CBS QP 87 87 B 4.1 19 342 1315 679 133 751 262 396 333 282 305 313 119 165 127 98 131 60 32 191 53																													
DAYS OF OUR LIVES 119 205 208 A 6.4 22 533 1321 816 153 912 281 443 395 370 430 290 86^ 130 87^ 99^148 36^ 26^ 83^ 42^																													
M-F 1.00P 60 NBC DD 99 99 B 5.6 19 466 1329 856 156 936 303 459 415 385 415 279 104 147 101 96 125 41 31 73 23																													
1.00 - 1.30 A 6.1 21 508 1319 813 146 903 276 434 388 362 432 302 91^ 136 87^ 101^155 35^ 27^ 79^ 43^																													
1.30 - 2.00 A 6.7 23 558 1297 813 150 907 279 444 400 374 423 276 81^ 125 83^ 96^141 31^ 25^ 83^ 38^																													
EARLY TODAY M-F 120 166 165 A 1.4 13 117 402^ 205^ 78^ 214^ 43^ 94^103^ 129^111^ 112^ LT LT LT LT 60^ 86^ 51^ LT LT LT LT																													
M-F 6.30A 25 NBC N 91 91 B 1.3 13 108 616 290 112 309 56 138 182 206 126 242 69 147 162 117 70 LT LT LT LT																													
EDGE OF NIGHT 117 145 142 A 3.7 11 308 1312 755 189^ 863 379 584 481 387 220 216 61^ 117^ 75^ 113^ 90^ 102^ 62^ 131^ 59^																													
M-F 4.00P 30 ABC DD 78 77 B 3.8 12 317 1297 716 207 825 360 555 434 361 208 213 86 120 91 70 78 122 89 137 71																													
FACTS OF LIFE M-F 65 136 136 A 3.7 17 308 1328 697 162^ 755 353 519 419 267 204 279 81^ 142^133^ 113^121^ 93^ 82^ 201 46^																													
M-F 10.00A 30 NBC CS 84 84 B 4.0 18 333 1546 704 140 766 316 494 376 278 235 320 131 196 162 122 101 136 99 324 120																													
FAMILY FEUD 119 175 175 A 5.1 20 425 1273 733 181 818 321 513 384 341 278 294 113^ 141 129^ 98^134^ 57^ 32^ 104^ 31^																													
M-F 12.00N 30 ABC QP 90 91 B 5.5 21 458 1294 707 174 791 294 447 348 327 304 292 119 163 115 94 115 83 52 120 50																													
FANTASY 129 163 163 A 3.7 12 308 1221 633 168^ 724 209 387 353 376 286 274 102^ 150^ 81^ 68^117^ 87^ 58^ 136^ 107^																													
CONT'D																													

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	WOMEN 18-49			25-54	35-64	55+	TOTAL	18-34	MEN 18-49			25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																															
FANTASY-CONT'D																															
M-F		3.00P	60	NBC	QG	83	83	B	3.7	12	308	1318	692 174	754 248	383 327	350 309	311 129	166 112	83 129	114 68	139 79										
		3.00 - 3.30						A	3.4	12	283	1219	646 159	735 219	388 350	367 301	283 110	164 117	71 117	77 57	124 99										
		3.30 - 4.00						A	3.9	12	325	1212	627 175	714 200	392 360	382 270	266 94	140 84	64 120	91 61	141 111										
GENERAL HOSPITAL																															
M-F		3.00P	60	ABC	DD	99	99	A	9.9	33	825	1267	738 202	857 430	648 481	353 181	176 90	123 78	67 48	146 113	88 35										
		3.00 - 3.30						B	9.8	32	816	1342	754 208	855 416	625 455	349 189	235 121	162 100	79 61	156 124	96 45										
		3.30 - 4.00						A	9.5	33	791	1253	744 200	869 438	659 483	357 180	175 92	124 78	66 46	128 96	81 25										
								A	10.3	32	858	1273	732 196	843 420	634 477	349 184	172 87	120 77	68 45	163 128	95 44										
GOOD MORNING, AMERICA-730																															
M-F		7.30A	30	ABC	N	99	99	A	6.0	28	500	1242	687 193	699 184	366 348	358 295	378 102	164 172	188 164	95 24	70 52										
								B	5.3	27	441	1204	696 190	711 161	349 357	365 306	352 85	153 174	177 154	73 16	68 45										
GOOD MORNING, AMERICA-830																															
M-F		8.30A	30	ABC	N	99	99	A	6.0	27	500	1180	805 170	817 227	421 392	415 332	282 67	98 98	142 155	22 13	59 10										
								B	5.7	27	475	1112	712 159	738 169	356 357	393 323	303 68	124 131	144 149	18 17	53 17										
GUIDING LIGHT																															
M-F		3.00P	60	CBS	DD	99	99	A	7.2	24	600	1227	812 149	859 215	391 380	425 413	214 46	89 66	98 120	72 35	82 26										
		3.00 - 3.30						B	7.4	25	616	1300	864 153	936 247	458 443	443 415	193 56	93 67	82 94	78 46	93 45										
		3.30 - 4.00						A	7.1	24	591	1190	806 142	851 221	387 378	413 409	208 45	81 58	94 122	68 29	63 19										
								A	7.4	23	616	1234	803 150	852 202	385 375	430 410	217 47	98 73	103 114	70 35	95 30										
HIT MAN																															
M-F		11.30A	30	NBC	QG	91	91	A	3.2	14	267	1232	765 139	828 217	434 405	404 356	284 85	130 105	106 139	34 26	86 19										
								B	3.4	14	283	1312	764 124	824 243	411 362	341 364	316 107	153 134	109 142	48 36	124 23										
JUST MEN																															
						55	140	141	A	2.4	9	200	1425	745 220	865 290	470 396	369 360	305 150	190 76	90 105	110 85	145 75									
M-F		12.00N	30	NBC	QG	70	70	B	2.3	9	192	1324	704 159	804 258	409 327	329 358	306 128	185 120	112 103	81 64	133 51										
LOVE BOAT DAYTIME																															
				120	185	183		A	4.6	20	383	1162	582 238	664 366	497 322	243 138	303 184	219 147	77 79	91 57	104 31										
1 M-TH		11.00A	60	ABC	CS	95	95	B	5.0	22	417	1258	592 188	679 329	473 342	282 157	301 168	218 153	89 72	101 65	177 65										
1 FRI.		11.21A	39																												
2 M-F		11.00A	60																												
		11.00 - 11.30						A	4.4	20	367	1155	579 232	660 363	493 319	236 140	315 204	233 161	68 76	79 49	101 25										
		11.30 - 12.00						A	4.9	21	408	1142	573 240	652 363	492 319	242 130	292 174	211 137	78 77	98 61	100 31										
NBC SPECIAL TREAT(S)																															
1 TUE.		4.00P	60	NBC	FV	77		A	2.8	7	233	1082	399 193	455 112	253 202	253 202	263 130	130 64	133 95	227 129	137 137										
		4.00 - 4.30						A	2.6	7	217	1157	438 277	498 121	314 254	299 184	332 198	198 79	134 83	216 124	111 111										
		4.30 - 5.00						A	3.0	7	250	976	356 112	396 96	188 148	204 208	192 64	64 52	128 100	232 128	156 156										
NEWSBREAK-11.57																															
M-F		11.57A	2	CBS	N	90	90	A	7.2	30	600	1287	687 93	762 220	377 343	339 332	312 66	105 90	117 182	40 31	173 52										
								B	7.1	30	591	1262	675 100	736 193	334 313	328 350	347 103	149 125	119 177	41 22	138 45										
NEWSBREAK-3.57																															
M-F		3.57P	2	CBS	N	97	97	A	5.8	18	483	1232	779 147	835 174	375 365	450 396	204 46	92 64	88 106	85 37	108 38										
								B	6.4	20	533	1251	837 155	905 215	450 436	458 393	180 50	85 63	77 87	76 48	90 42										
ONE LIFE TO LIVE																															
M-F		2.00P	60	ABC	DD	99	99	A	7.5	27	625	1227	763 235	877 448	653 469	342 179	197 114	141 86	62 46	68 46	85 23										
		2.00 - 2.30						B	8.1	29	675	1274	797 241	895 439	647 484	354 197	226 112	147 97	70 66	76 62	77 28										
		2.30 - 3.00						A	7.3	26	608	1224	773 239	883 452	655 470	349 181	196 113	138 83	61 48	55 37	90 26										
								A	7.6	28	633	1231	759 224	878 450	655 471	336 178	198 115	144 85	62 47	78 53	77 19										
PRICE IS RIGHT 1																															
1 M-TH		11.00A	30	CBS	AP	99	99	A	6.8	31	566	1318	643 96	738 219	364 312	295 347	367 99	157 131	134 188	36 27	177 59										
1 FRI.		11.00A	4					B	6.9	31	575	1294	671 92	735 194	326 298	300 371	372 118	163 136	123 188	39 20	148 46										
		& 11.21A	9																												
2 M-F		11.00A	30																												

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															TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11		
																	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+					
WEEKDAY DAYTIME CONT'D																															
PRICE IS RIGHT 2																															
M-F 11.30A 30 CBS AP 123 204 204 A 9.0 39 750 1344 675 92 773 229 366 318 311 368 365 91 137 112 130 206 33^ 26^ 173 56^																															
M-F 11.30A 30 CBS AP 99 99 B 8.6 37 716 1312 683 96 749 192 323 296 313 385 379 116 160 131 127 198 41 20 143 44																															
RYAN'S HOPE																															
M-F 12.30P 30 ABC DD 119 175 174 A 5.1 19 425 1200 723 176 828 396 573 438 304 228 242 93^ 134^122^ 102^ 96^ 45^ 18^ 85^ 16^																															
M-F 12.30P 30 ABC DD 95 94 B 5.6 21 466 1229 735 192 830 402 583 454 324 203 235 108 143 112 81 79 65 46 99 33																															
SALE OF THE CENTURY																															
M-F 10.30A 30 NBC QG 55 148 150 A 4.2 19 350 1266 777 171 823 257 442 420 359 344 282 71^ 105^ 94^ 109^154^ 46^ 35^ 115^ 29^																															
M-F 10.30A 30 NBC QG 86 87 B 4.4 19 367 1369 721 127 779 233 377 335 315 356 335 104 152 147 126 157 76 48 179 52																															
SEARCH FOR TOMORROW																															
M-F 12.30P 30 NBC DD 120 165 166 A 3.1 12 258 1163 764 139^ 857 241 416 391 411 391 171^ 62^ 73^ 46^ 66^ 86^ 54^ 42^ 81^ 43^																															
M-F 12.30P 30 NBC DD 85 86 B 2.7 10 225 1261 786 142 856 239 376 328 337 412 269 86 111 78 93 143 47 36 89 27																															
TATTALES																															
M-F 4.00P 30 CBS QG 121 112 115 A 2.8 9 233 1305 786 231^ 864 253^ 452 413 400 352 305 82^ 103^ 65^ 86^197^ 24^ LT 112^ 56^																															
M-F 4.00P 30 CBS QG 63 65 B 2.9 9 242 1235 772 128 818 210 372 359 363 381 279 72 92 69 96 177 40 24 98 44																															
TODAY SHOW-7.30AM																															
M-F 7.30A 30 NBC N 120 209 209 A 4.4 21 367 1256 614 150^ 633 77^ 197 272 326 352 529 58^ 219 235 250 275 23^ 13^ 71^ 50^																															
M-F 7.30A 30 NBC N 99 99 B 4.2 22 350 1286 655 178 687 101 233 315 382 350 495 78 206 253 264 228 44 22 60 37																															
TODAY SHOW-8.30AM																															
M-F 8.30A 30 NBC N 120 209 209 A 4.3 20 358 1223 687 165^ 703 86^ 211 277 332 411 472 63^ 121^153^ 155^296 25^ 23^ 23^ LT																															
M-F 8.30A 30 NBC N 99 99 B 4.5 21 375 1201 705 143 735 120 258 300 341 393 402 49 132 162 185 229 26 21 38 LT																															
\$25,000 PYRAMID																															
M-F 10.00A 30 CBS QP 123 158 158 A 4.7 22 392 1337 735 138^ 781 217 385 332 337 377 317 126^ 158 126^ 99^146^ 94^ 35^ 145^ 56^																															
M-F 10.00A 30 CBS QP 86 86 B 4.1 19 342 1264 690 138 754 215 357 340 333 337 326 112 163 139 119 143 48 23 136 39																															
WHEEL OF FORTUNE																															
54 196 200 A 5.3 24 441 1213 759 157 832 204 394 369 401 388 261 73^ 96^ 83^ 97^147 38^ 27^ 82^ 20^																															
1 M-TH 11.00A 30 NBC QG 96 97 B 5.7 25 475 1305 753 127 819 211 361 334 359 394 310 101 141 112 103 152 45 32 131 40																															
1 FRI. 11.20A 10																															
2 M-F 11.00A 30																															
YOUNG AND THE RESTLESS																															
M-F 12.30P 60 CBS DD 123 202 204 A 7.9 30 658 1271 784 139 850 253 436 401 382 358 283 100 148 110 111 121 36^ 30^ 102 19^																															
M-F 12.30P 60 CBS DD 99 99 B 7.9 30 658 1264 825 151 890 254 453 419 405 380 242 91 131 103 99 96 29 23 103 27																															
12.30 - 1.00																															
1.00 - 1.30 A 7.8 31 650 1265 759 138 824 256 436 397 365 337 291 106 154 111 107 124 34^ 27^ 116 18^																															
A 8.1 30 675 1246 792 136 858 245 427 394 392 372 268 89 140 106 117 115 32^ 28^ 88^ 17^																															
*WEEKEND DAYTIME																															
ABC WEEKEND SPECIALS																															
SAT. 12.00N 30 ABC FV 20 169 171 A 5.7 19 475 1821 279 37^ 298 107^ 238^189^ 162^ 60^ 434 232^ 333 317 162^ 80^ 356 143^ 733 509																															
SAT. 12.00N 30 ABC FV 91 91 B 5.8 18 483 1774 371 145 443 239 346 261 164 74 268 140 211 172 112 37 329 194 734 475																															
ABC WIDE WORLD-SPORTS SAT																															
1 SAT. 5.00P 90 ABC SA 15 198 199 A 9.2 20 766 1576 496 155^ 537 170 301 276 244 206 684 243 434 413 336 197 141^ 67^ 214 137^																															
2 SAT. 5.01P 89 B 9.7 21 808 1562 530 175 577 177 322 303 284 207 693 243 435 405 355 206 133 58 159 104																															
5.00 - 5.30																															
5.30 - 6.00 A 7.9 19 658 1562 512 186 547 175^ 303 289 238 208 653 194 388 390 328 211 142^ 55^ 220 137^																															
6.00 - 6.30 A 9.4 21 783 1506 444 171 482 186 301 283 228 148^ 653 229 410 399 326 189 137^ 58^ 234 140^																															
6.00 - 6.30 A 10.3 21 858 1655 539 119^ 588 153 306 265 271 257 733 293 486 443 349 194 141^ 83^ 193 134^																															
ABC WIDE WORLD-SPORTS-SUN																															
SUN. 4.45P 75 ABC SA 6 188 189 A 8.2 19 683 1449 391 137^ 413 90^ 170^164^ 196 220 848 304 524 474 433 286 31^ LT 157^ 85^																															
SUN. 4.45P 75 ABC SA 97 94 B 11.5 24 958 1624 444 183 489 172 288 273 239 164 830 328 523 473 406 239 145 31 160 115																															
5.00 - 5.30																															
5.30 - 6.00 A 8.0 19 666 1399 375 131^ 382 80^ 149^150^ 185 211 812 294 491 453 411 287 45^ LT 160^ 85^																															
5.30 - 6.00 A 8.9 20 741 1483 410 149^ 442 92^ 189 182 210 228 875 314 554 487 447 281 17^ LT 149^ 99^																															
AMERICAN BANDSTAND '83																															
SAT. 12.30P 60 ABC PC 20 158 163 A 4.6 15 383 1812 641 162^ 662 281^ 519 384 323 136^ 413 264^ 340 286^ 127^ 58^ 301^223^ 436 259^																															
SAT. 12.30P 60 ABC PC 83 86 B 5.0 15 417 1646 459 161 535 316 406 287 151 107 410 242 329 224 135 63 305 218 396 235																															
12.30 - 1.00																															
1.00 - 1.30 A 4.3 14 358 1704 482 117^ 502 189^ 364 290^ 271^129^ 380 227^ 302^267^ 123^ 61^ 287^202^ 535 303^																															
1.00 - 1.30 A 4.8 15 400 1908 786 197^ 801 362 656 469 370 139^ 441 296^ 368 305 129^ 58^ 314 243^ 352 223^																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+						
WEEKEND DAYTIME CONT'D																																	
ASK	NBC NEWS-8:28AM					25	191	196	A	4.0	24	333	1691	132^ 78v	132^ 97^ 125^ 132^ 35v LT	140^ 32v 55v 67v 81v 73v	229^ 144^	1190	718														
	SAT.	8.28A	2	NBC	CN	96	96	B	4.3	29	358	1648	217 94	249 140 173 124 99 48	168 64 99 110 92 40	223 116	1008	631															
ASK	NBC NEWS-8:58AM					26	202	206	A	5.4	27	450	1769	214^ 81^	218^ 117^ 179^ 162^ 101^ 27v	110^ 41v 60v 79^ 38v 31v	377 209^	1064	705														
	SAT.	8.58A	2	NBC	CN	98	98	B	5.3	27	441	1676	243 115	278 144 191 144 114 62	161 84 109 92 55 40	267 113	970	603															
ASK	NBC NEWS-10:28AM					26	209	208	A	8.4	30	700	1701	228 87^	251 110^ 199 199 116^ 25v	121^ 72^ 94^ 78^ 39v 19v	370 210	959	624														
	SAT.	10.28A	2	NBC	CN	99	99	B	8.0	30	666	1728	260 128	291 159 232 157 104 49	194 112 147 115 68 32	297 154	946	549															
ASK	NBC NEWS-10:58AM					26	201	200	A	6.8	24	566	1716	261 125^	278 129^ 220 208^ 131^ 25v	197^ 108^ 175^ 142^ 89^ LT	387 242	854	545														
	SAT.	10.58A	2	NBC	CN	94	96	B	6.8	24	566	1687	262 114	281 136 212 155 110 55	199 118 153 120 66 27	305 156	902	548															
ASK	NBC NEWS-11:58AM					24	194	194	A	6.1	21	508	1691	275 152^	306 191^ 250 163^ 115^ 18v	198^ 100^ 162^ 121^ 81^ 36v	447 249	740	443														
	SAT.	11.58A	2	NBC	CN	94	95	B	6.3	22	525	1670	297 140	329 184 259 173 120 50	263 164 213 142 80 39	324 117	754	432															
BAY HILL GOLF CLASSIC-SAT(S)						166			A	5.4	13	450	1111	254^ 83v	269^ LT 32v 32v 127^ 237^	789 203^ 383^ 391^ 413^ 338^	20v LT	33v	11v														
1 SAT.	5.12P	48	NBC	SE		86			A	5.4	12	450	1182	298^ 102v	315^ LT 49v 49v 147^ 266^	793 175^ 357^ 383^ 437^ 351^	34v LT	40v	18v														
	5.30 - 6.00																																
BAY HILL GOLF CLASSIC-SUN(S)						188			A	5.2	14	433	1215	414^ 109v	444^ 26v 77v 130v 199^ 314^	528^ 102v 164^ 223^ 262^ 295^	175^ 55v	68v	24v														
1 SUN.	3.15P	115	NBC	SE		96			A	4.7	13	392	1413	352^ 77v	388^ 23v 23v 57v 105v 331^	568^ 121v 160^ 200^ 231^ 329^	370^ 99v	87v	31v														
	3.30 - 4.00								A	5.0	13	417	1165	374^ 91v	409^ 21v 21v 73v 163^ 336^	467^ 96v 117^ 175^ 204^ 292^	217^ 44v	72v	17v														
	4.00 - 4.30								A	5.8	15	483	1141	502 120v	539 16v 134^ 212^ 302^ 327^	551 98v 183^ 257^ 321^ 294^	34v 34v	17v	LT														
	4.30 - 5.00																																
BUGS BUNNY/ROAD RUNNER 1						6	202	202	A	4.3	16	358	1483	202^ 129^	272^ 120^ 165^ 95^ 70v 107^	301^ 168^ 224^ 152^ 105^ 70v	197^ 55v	713	330^														
SAT.	9.30A	30	CBS	CA		99	99	B	4.5	17	375	1793	354 156	413 185 276 187 145 124	450 275 366 238 150 70	179 72	751	342															
BUGS BUNNY/ROAD RUNNER 2						6	202	202	A	6.3	23	525	1337	194^ 75^	238 136^ 186^ 83^ 54v 52v	207^ 138^ 171^ 96^ 60^ 36v	173^ 46v	719	360														
	SAT.	10.00A	30	CBS	CA	99	99	B	6.5	23	541	1798	363 129	410 211 304 183 127 97	389 238 320 220 127 54	198 54	801	406															
BUGS BUNNY/ROAD RUNNER 3						5	189	172	A	6.5	23	541	1638	326 161^	394 278 357 208^ 97^ 19v	346 219^ 293 201^ 100^ 53v	170^ 55v	728	317														
	SAT.	11.00A	30	CBS	CA	96	93	B	6.4	23	533	1707	359 160	416 247 323 191 101 80	364 232 294 190 92 70	187 74	740	349															
BUGS BUNNY/ROAD RUNNER 4						5	188	171	A	7.0	24	583	1523	263 164^	335 266 307 154^ 69^ 14v	410 264 363 253 129^ 47v	133^ 51v	645	283														
	SAT.	11.30A	30	CBS	CA	96	93	B	6.9	24	575	1693	355 163	410 261 322 182 100 69	394 267 328 181 100 66	178 95	711	352															
CAPTAIN KANGAROO-SAT						25	137	136	A	1.3	15	108	LT	LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT														
	SAT.	7.00A	60	CBS	CL	85	84	B	1.1	15	92	465	82 LT	102 LT 75 LT LT LT LT	57 LT LT LT LT LT LT	71 LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT														
	7.00 - 7.30							A	1.0	14	83	LT	LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT														
	7.30 - 8.00							A	1.6	16	133	LT	LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT	LT LT LT LT LT LT														
CBS NCAA BASKETBALL						8	183		A	4.4	15	367	1120	144v 60v	144v LT 19v 49v 120v 84v	740 348^ 501^ 456^ 352^ 135v	197^ LT	39v	39v														
1 SUN.	12.00N	120	CBS	SE		95			B	5.1	13	425	1313	367 138	400 144 216 202 145 148	687 260 416 402 337 180	106 29	120	94														
	12.00 - 12.30							A	3.7	13	308	828	172v 78v	172v LT LT 29v 172v 143v	458^ 231^ 309^ 348^ 188v 110v	133v LT	65v	65v															
	12.30 - 1.00							A	5.1	18	425	1242	111v 67v	111v LT LT 44v 111v 67v	874 529^ 626 503^ 308^ 147^	190^ LT	67v	67v															
	1.00 - 1.30							A	4.9	16	408	1044	101v 52v	101v LT LT 46v 81v 55v	738 213^ 490^ 454^ 491^ 117v	205^ LT	LT	LT															
	1.30 - 2.00							A	4.1	12	342	1260	198^ 44v	198^ 40v 76v 74v 124v 84v	800 382^ 517^ 474^ 371^ 157v	241^ 47v	21v	21v															
CBS NCAA BASKETBALL-SAT						9	180		A	3.2	9	267	1161	255^ 202v	352^ 146v 191v 206v 112v 146v	544^ 274^ 368^ 295^ 175v 162v	93v LT	172v	169v														
1 SAT.	2.00P	129	CBS	SE		96			B	5.5	15	458	1374	353 139	386 121 206 202 165 142	723 323 482 366 275 206	109 35	156	101														
	2.00 - 2.30							A	2.9	9	242	1041	318^ 248v	392^ 190v 227v 244v 107v 148v	554^ 281^ 380^ 327^ 219v 153v	62v LT	33v	33v															
	2.30 - 3.00							A	3.2	10	267	1034	289^ 248^	386^ 195v 218v 243^ 97v 143v	517^ 259^ 330^ 299^ 195v 146v	63v LT	68v	68v															
	3.00 - 3.30							A	3.1	9	258	1531	201v 232v	348^ 147v 193v 213v 120v 135v	527^ 294^ 375^ 267^ 144v 144v	98v LT	558^	558^															
	3.30 - 4.00							A	3.3	9	275	1051	153v 106v	251^ 76v 109v 109v 70v 142v	571^ 291^ 385^ 294^ 146v 179v	160v LT	69v	69v															
CBS NCAA BASKETBALL-GM 2						1	180		A	4.2	12	350	1469	338^ 63v	492^ 183^ 286^ 166v 215^ 175v	794 337^ 578^ 498^ 377^ 177^	134v LT	49v	44v														
CONT'D																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	WOMEN			MEN					TOTAL FEM.		TOTAL 6-11								
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+									
WEEKEND DAYTIME CONT'D																																		
CBS SPORTS SPECIAL-CONT'D																																		
1.00 - 1.30												A	3.7	12	308	945	280	120	374	91	159	136	168	215	416	179	235	183	144	181	41	LT	114	71
1.30 - 2.00												A	3.1	10	258	1093	341	202	531	232	337	226	202	189	431	205	272	205	160	159	85	LT	46	46
CBS SPORTS SUNDAY																																		
1 SUN. 4.41P 109 CBS SA 94												A	7.3	17	608	1518	494	130	584	170	296	264	265	243	723	272	494	397	375	166	119	48	92	66
5.00 - 5.30												B	6.8	19	566	1505	418	158	440	152	248	232	205	151	828	357	552	478	353	225	116	44	121	93
5.30 - 6.00												A	7.0	17	583	1518	466	105	557	159	293	271	251	225	742	328	560	413	369	112	151	69	68	56
6.00 - 6.30												A	7.0	16	583	1479	472	125	589	192	309	263	231	240	619	225	452	378	326	115	166	73	105	91
												A	8.9	19	741	1526	543	151	603	152	280	259	309	290	730	227	429	378	403	237	78	29	115	65
DUKES																																		
SAT. 10.30A 30 CBS CA 99 97												A	7.0	25	583	1655	241	164	313	197	262	121	73	43	202	136	175	117	56	27	275	88	865	398
												B	7.4	26	616	1848	316	139	381	203	279	170	98	94	281	175	225	137	69	54	250	78	936	491
FACE THE NATION																																		
SUN. 11.30A 30 CBS CC 81 90												A	2.4	8	200	1060	350	154	375	70	165	135	170	210	620	255	405	380	320	130	25	LT	40	LT
												B	3.3	11	275	1258	513	164	533	105	192	194	213	302	568	184	287	283	268	229	56	26	101	70
FLASH GORDON																																		
SAT. 12.30P 30 NBC CA 76 80												A	4.0	13	333	1970	365	137	392	172	278	274	201	53	252	86	228	228	142	24	509	207	817	466
												B	4.1	13	342	1796	364	128	404	219	307	210	133	84	316	174	262	207	119	41	290	128	786	468
FLINTSTONE FUNNIES																																		
SAT. 8.00A 30 NBC CA 96 96												A	3.8	25	317	1539	97	69	97	70	85	97	27	LT	133	34	51	60	70	73	237	157	1072	624
												B	3.5	26	292	1624	216	95	247	135	168	125	101	48	177	66	104	115	96	44	197	104	1003	628
GARY COLEMAN SHOW																																		
SAT. 10.30A 30 NBC CA 94 96												A	6.6	24	550	1709	262	117	280	112	218	209	147	29	203	114	179	135	89	8	389	259	837	555
												B	6.8	24	566	1686	259	114	282	138	216	155	112	53	195	116	153	116	66	25	297	159	912	553
GILLIGAN'S PLANET																																		
												A	3.6	12	300	1330	283	117	403	284	346	150	119	57	110	110	110	LT	LT	LT	94	LT	723	484
1 SAT. 12.00N 30 CBS CA 73												B	5.0	16	417	1830	396	171	428	251	328	240	112	84	326	194	276	141	103	48	266	79	810	430
HULK/SPIDERMAN 1																																		
SAT. 11.00A 30 NBC CA 94 95												A	6.6	23	550	1695	225	127	256	132	207	139	112	24	247	110	203	178	122	29	321	177	871	498
												B	6.2	22	516	1710	265	119	298	161	231	164	108	50	232	142	188	145	78	29	315	127	865	492
HULK/SPIDERMAN 2																																		
SAT. 11.30A 30 NBC CA 94 95												A	6.6	23	550	1791	279	149	311	198	265	172	113	14	231	113	199	159	102	32	427	198	822	467
												B	6.7	24	558	1725	293	141	325	180	257	177	120	49	259	157	213	150	85	36	334	121	807	462
IN THE NEWS- 8.26AM																																		
SAT. 8.26A 3 CBS CN 80 80												A	2.6	15	217	1571	116	33	143	64	124	124	79	LT	379	281	336	170	84	LT	137	LT	912	530
												B	2.3	16	192	1513	193	48	211	89	149	118	100	51	249	112	184	163	118	47	206	66	847	515
IN THE NEWS- 8.56AM																																		
SAT. 8.56A 3 CBS CN 90 82												A	2.9	14	242	1401	104	75	162	75	124	91	70	38	157	94	107	119	38	38	239	82	843	410
												B	2.9	15	242	1557	215	86	229	82	151	137	109	60	269	131	194	162	116	54	231	88	828	468
IN THE NEWS- 9.26AM																																		
SAT. 9.26A 3 CBS CN 96 95												A	3.3	14	275	1400	69	73	189	69	116	65	66	73	203	141	166	144	50	30	215	80	793	411
												B	3.4	15	283	1553	263	87	289	116	178	142	117	90	311	162	215	147	116	75	219	100	734	403
IN THE NEWS- 9.56AM																																		
SAT. 9.56A 3 CBS CN 99 99												A	4.8	18	400	1418	203	135	265	118	161	98	72	104	304	166	206	131	105	88	169	47	680	293
												B	4.3	17	358	1698	360	146	411	185	264	199	141	117	433	270	338	216	137	70	174	63	680	331
IN THE NEWS- 11.56AM																																		
SAT. 11.56A 3 CBS CN 96 93												A	6.9	23	575	1518	256	168	328	258	299	161	70	12	451	284	401	281	147	50	134	58	605	270
												B	4.8	17	400	1614	357	158	435	232	306	207	131	103	376	229	273	173	104	92	182	101	621	317
IN THE NEWS- 12.26PM																																		
1 SAT. 12.26P 3 CBS CN 73												A	3.4	11	283	1212	244	113	388	296	333	149	92	55	103	103	103	LT	LT	LT	82	LT	639	438
												B	4.4	15	367	1767	382	198	481	267	350	243	138	111	292	147	211	145	113	71	203	78	791	385
IN THE NEWS- 12.56PM																																		
1 SAT. 12.56P 3 CBS CN 83												A	4.6	15	383	1350	413	183	585	227	431	282	266	154	175	135	175	40	40	LT	117	LT	473	332
												B	4.8	15	400	1676	329	139	426	204	300	218	148	111	355	199	258	163	119	95	198	81	697	362
IN THE NEWS- 10.56AM																																		
SAT. 10.56A 3 CBS CN 99 97												A	6.7	24	558	1711	265	186	347	234	296	120	69	44	226	161	200	135	56	26	280	98	858	390
												B	6.0	22	500	1685	346	145	401	219	282	185	101	103	323	212	264	179	86	47	220	93	741	402

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2ND MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0.000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																																					
IN THE NEWS-11.26AM										24	189	172	A	6.8	24	566	1641	327	173	394	309	378	210	85	LT	368	233	312	214	108	56	148	43	731	318		
SAT. 11.26A										3	CBS	CN	96	93	B	5.7	20	475	1663	369	160	438	241	318	218	123	97	347	224	271	180	93	61	218	115	660	355
JETSONS										24	143	150	A	4.6	15	383	1734	315	177	383	200	316	267	183	15	225	67	215	195	158	LT	322	217	804	445		
SAT. 12.00N										30	NBC	CA	79	80	B	4.6	15	383	1708	336	150	388	225	297	184	132	69	246	142	212	166	94	25	280	132	794	437
JOHN DENVER CELEB. SKIING(S)													166		A	3.3	9	275	1396	214	160	323	83	134	146	200	156	492	109	281	225	331	186	385	255	196	106
2 SAT. 3.30P										60	NBC	SE		82																							
3.30 - 4.00															A	3.1	9	258	1302	233	159	357	73	147	178	233	159	388	82	213	151	239	155	356	279	201	113
4.00 - 4.30															A	3.5	10	292	1445	195	144	280	85	109	106	165	154	570	130	333	283	405	207	411	233	184	96
KEMPER OPEN-SAT.(S)													180		A	3.6	9	300	1107	385	214	448	77	150	167	247	261	383	33	136	143	307	240	176	113	100	54
2 SAT. 4.30P										90	NBC	SE		91																							
4.30 - 5.00															A	3.4	9	283	1166	293	209	353	113	170	170	240	162	488	53	173	199	396	289	166	88	159	88
5.00 - 5.30															A	3.2	8	267	1011	340	180	415	71	142	161	232	235	345	26	116	116	319	229	184	120	67	26
5.30 - 6.00															A	4.2	10	350	1140	474	240	548	57	140	163	256	363	330	22	119	119	228	211	187	132	75	46
KEMPER OPEN-SUN.(S)													190		A	3.8	9	317	1139	429	171	473	67	145	125	185	306	603	168	339	310	274	220	LT	LT	54	15
2 SUN. 4.00P										120	NBC	SE		96																							
4.00 - 4.30															A	3.6	9	300	1283	403	197	460	80	149	116	177	284	760	253	524	469	413	171	43	LT	20	LT
4.30 - 5.00															A	3.5	8	292	1295	400	157	455	61	147	116	152	291	751	220	433	350	325	274	LT	LT	89	28
5.00 - 5.30															A	3.8	9	317	1079	416	139	460	70	132	101	170	315	553	159	282	256	213	240	LT	LT	66	19
5.30 - 6.00															A	4.1	9	342	980	504	191	527	47	152	171	251	345	412	63	158	199	177	213	LT	LT	41	14
MEATBALL & SPAGHETTI										7		186	187	A	3.2	14	267	1449	94	67	228	71	124	87	71	104	210	139	165	142	55	37	236	90	775	412	
SAT. 9.00A										30	CBS	CA	96	95	B	3.4	14	283	1654	216	56	278	77	155	122	116	123	251	124	170	134	96	66	262	110	863	466
MEET THE PRESS										24	163	168	A	3.5	12	292	1123	496	147	513	68	119	134	167	363	520	82	154	197	267	323	56	LT	34	LT		
SUN. 12.30P										30	NBC	CC	94	95	B	3.0	10	250	1329	526	151	583	122	171	164	187	369	561	125	271	267	268	262	73	34	112	59
MORK/LAVERNE/FONZ HOUR-1										11	187	187	A	4.9	17	408	1522	147	15	161	73	146	120	73	15	204	156	169	92	13	35	387	226	770	525		
SAT. 11.00A										30	ABC	CA	94	94	B	5.5	18	458	1787	267	107	300	164	243	190	120	35	220	128	182	136	74	31	378	222	889	568
MORK/LAVERNE/FONZ HOUR-2										11	187	187	A	4.6	16	383	1629	172	19	190	60	138	109	95	52	204	144	160	77	16	44	465	258	770	519		
SAT. 11.30A										30	ABC	CA	94	94	B	5.6	18	466	1844	313	136	349	179	268	212	142	54	258	145	201	155	93	35	371	251	866	547
NBC SPORTS-RINGSIDE-SUN.										1	149		A	4.2	12	350	1137	115	51	135	23	55	78	89	49	717	303	529	497	362	174	162	91	123	LT		
2 SUN. 1.00P										90	NBC	SE		79	B	4.2	12	350	1137	115	51	135	23	55	78	89	49	717	303	529	497	362	174	162	91	123	LT
1.00 - 1.30													A	3.4	11	283	1318	132	100	202	71	84	99	74	89	706	191	424	456	473	233	293	106	117	LT		
1.30 - 2.00													A	4.2	12	350	1143	69	38	83	15	26	42	68	26	765	314	592	558	421	173	183	123	112	LT		
2.00 - 2.30													A	4.9	14	408	1039	141	33	141	17	62	94	119	47	703	379	566	490	248	137	53	53	142	LT		
NCAA BASKETBALL-REG'L										7	191		A	5.0	15	417	1230	383	113	386	82	211	192	240	155	497	161	311	331	240	157	252	98	95	67		
1 SAT. 1.00P										121	NBC	SE		96	B	5.8	16	483	1169	289	99	314	83	154	144	177	127	655	257	403	358	286	206	113	37	87	61
1.00 - 1.30													A	4.8	15	400	1500	465	175	465	115	304	270	294	140	515	188	327	362	229	153	360	125	160	82		
1.30 - 2.00													A	4.6	14	383	1332	417	128	417	117	258	209	253	142	502	173	314	350	243	152	324	134	89	66		
2.00 - 2.30													A	5.2	16	433	1083	402	113	402	63	191	181	261	189	443	133	286	296	212	129	176	69	62	54		
2.30 - 3.00													A	5.3	16	441	1016	250	43	250	32	93	113	154	137	524	147	322	326	275	182	167	77	75	66		
NCAA BASKETBALL GAME-SUN										7	184		A	4.2	13	350	1234	408	209	408	85	202	235	217	160	579	128	308	373	375	206	15	66	95	62		
1 SUN. 1.00P										135	NBC	SE		95	B	6.0	16	500	1479	425	201	457	173	263	246	204	139	775	334	531	480	348	185	138	51	109	79
1.00 - 1.30													A	3.1	10	258	1473	592	326	592	200	286	252	214	255	585	62	212	283	425	302	269	136	27	LT		
1.30 - 2.00													A	3.9	12	325	1280	449	212	449	46	179	230	247	219	647	136	364	423	434	224	104	43	80	80		
2.00 - 2.30													A	3.2	9	267	1277	371	184	371	49	198	251	225	120	737	187	509	584	465	153	71	41	98	98		
2.30 - 3.00													A	4.9	14	408	1221	361	214	361	74	206	242	223	119	569	157	333	380	346	189	144	44	147	94		

KEY: A = CURRENT REPORT B = SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKEND DAYTIME CONT'D																																				
SPORTSBEAT SAT. 3.00P 30 ABC SC 8 129 128 72 74																		A	2.8	8	233	1232	378^ 60v	421^ 21v	219^ 283^	305^ 138^	536 287^	325^ 374^	180^ 145^	77v LT	198^ 167^					
																		B	2.8	8	233	1275	376 99	410 88	217 229	209 155	577 246	343 336	238 195	104 27	184 147					
SPORTSWORLD 1 SUN. 5.10P 50 NBC SE 8 176 180 92 94																		A	5.2	13	433	1305	384 185^	405 81^	181^ 228^	238^ 167^	717 333	511 426	312 192^	52v 34v	131^ 40v					
2 SUN. 2.30P 90																		B	6.7	16	558	1485	448 209	499 162	282 271	261 166	740 260	477 446	383 211	116 48	130 90					
2.30 - 3.00																		A	5.2	14	433	1203	285^ 220^	328^ 94v	131v 201^	163^ 127v	700 392^	527^ 367^	231^ 173^	53v 23v	122v LT					
3.00 - 3.30																		A	5.7	14	475	1293	315^ 208^	353^ 84v	141^ 192^	171^ 161^	734 421^	549 416^	252^ 171^	54v 21v	152^ LT					
3.30 - 4.00																		A	5.3	13	441	1156	278^ 141^	278^ 28v	77v 138v	184^ 140^	722 365^	539^ 471^	274^ 154^	42v 25v	114v LT					
5.00 - 5.30																		A	4.3	10	358	1330	477^ 155v	477^ 46v	221^ 266^	329^ 211^	706 183^	409^ 444^	414^ 262^	24v 24v	123v 103v					
5.30 - 6.00																		A	5.3	12	441	1515	593 177^	593 132v	338^ 349^	370^ 203^	694 221^	466^ 424^	427^ 228^	79v 79v	149^ 131v					
SUNDAY MORNING SUN. 9.00A 90 CBS N 24 166 169 93 94																		A	4.6	20	383	1319	604 209^	623 100^	202^ 283^	382 327	518 189^	343 314^	269^ 161^	55v LT	123^ 52v					
																		B	5.1	23	425	1376	604 203	628 147	249 267	305 318	561 173	319 351	296 188	47 14	140 77					
9.00 - 9.30																		A	4.4	21	367	1313	654 245^	654 86^	233^ 307^	404 347	474 180^	310^ 258^	223^ 164^	46v LT	139^ 55v					
9.30 - 10.00																		A	4.8	21	400	1318	587 203^	602 92^	164^ 267^	361 335	522 203^	350 320	252^ 162^	73v LT	121^ 52v					
10.00 - 10.30																		A	4.8	19	400	1265	546 177^	583 110^	203^ 268^	371 280^	531 172^	347 342	320 157^	50v LT	101^ 45v					
SUPERFRIENDS SAT. 8.00A 30 ABC CA 25 176 176 93 93																		A	3.6	23	300	1953	180^ 150^	223^ 143^	209^ 118^	80v LT	231^ 51v	141^ 135^	170^ 82v	332^ 190^	1167 914					
																		B	3.0	22	250	1762	197 104	234 105	142 106	99 81	165 56	114 98	95 44	232 66	1131 725					
THIS WEEK-DAVID BRINKLEY SUN. 11.30A 60 ABC N 23 143 144 88 89																		A	3.4	12	283	1276	618 215^	653 251^	293^ 223^	190^ 332^	473 173^	262^ 290^	194^ 183^	57v 25v	93v 57v					
11.30 - 12.00																		B	4.1	14	342	1323	562 172	604 105	193 193	278 366	586 139	282 279	289 259	55 26	78 41					
																		A	3.5	13	292	1356	701 198^	725 322^	352^ 236^	192^ 341^	463 175^	297^ 322^	219^ 141^	59v 17v	109^ 62v					
12.00 - 12.30																		A	3.4	12	283	1148	510 223^	548 166^	219^ 198^	184^ 304^	473 166^	218^ 251^	166^ 222^	56v 35v	71v 45v					
USFL FOOTBALL SUN. 1.30P 195 ABC SE 3 185 194 98 96																		A	7.0	19	583	1420	354 144^	383 105^	183^ 167^	195^ 171^	876 289	496 448	474 311	56^ 9v	105^ 69^					
																		B	9.4	24	783	1498	391 180	435 134	231 199	216 162	857 296	490 461	418 294	117 24	89 64					
1.30 - 2.00																		A	5.1	15	425	1607	422 186^	516 233^	311 228^	193^ 165^	776 238^	408 387	421 294	156^ 37v	159^ 106^					
2.00 - 2.30																		A	7.0	20	583	1364	300 116^	300 79^	140^ 145^	162^ 135^	874 319	495 424	457 311	65^ 17v	125^ 102^					
2.30 - 3.00																		A	7.1	19	591	1360	328 128^	373 113^	190^ 153^	187^ 156^	850 272	480 461	486 289	23v LT	114^ 73^					
3.00 - 3.30																		A	6.6	18	550	1516	379 165^	405 98^	181^ 187^	224 180^	981 323	585 543	555 314	35v LT	95^ 57v					
3.30 - 4.00																		A	7.6	20	633	1382	334 152^	343 75^	155^ 165^	196 160^	926 307	532 485	502 318	33v LT	80^ 44v					
4.00 - 4.30																		A	7.9	20	658	1394	381 126^	391 83^	162^ 150^	195 208	879 276	491 420	463 335	44v LT	80^ 55^					

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 7, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)					22,070 26.5				21,410 25.7							
	ABC TV					THAT'S INCREDIBLE						ABC MONDAY NIGHT MOVIE DEADLY LESSONS (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					16,580 19.9	18.5*		21.3*	14,660 17.6	17.1*		17.4*		18.0*		18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 17.7	28 *		32 *	28 16.9	26 *		26 *		29 *		31 *
E	TOTAL AUDIENCE (Households (000) & %)					15,160 18.2		12,410 14.9		16,240 19.5		15,160 18.2		14,240 17.1			
	CBS TV					SQUARE PEGS		SMALL & FRYE (OP)		ALICE		ONE DAY AT A TIME		CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)					12,910 15.5		10,910 13.1		13,410 16.1		13,490 16.2		10,830 13.0		13.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 15.4		19 15.5		24 15.7		25 16.3		21 13.2		21 *	
K	TOTAL AUDIENCE (Households (000) & %)					16,910 20.3				22,410 26.9							
	NBC TV					LITTLE HOUSE NW BEGINNING (OP)						HANK WILLIAMS JR. STORY (SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)					12,910 15.5	14.6*		16.3*	15,490 18.6	17.9*		18.0*		19.2*		19.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 14.0	22 *		24 *	29 17.6	27 *		27 *		31 *		33 *
W	TOTAL AUDIENCE (Households (000) & %)					20,740 24.5											
	ABC TV					ABC MONDAY NIGHT MOVIE CLOSE ENCOUNTERS OF THE THIRD KIND (R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)					16,740 20.1	18.4*		20.8*		20.6*		20.3*		20.8*		20.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 17.6	28 *		31 *		30 *		30 *		33 *		33 *
E	TOTAL AUDIENCE (Households (000) & %)					14,830 17.8		12,830 15.4		14,660 17.6		15,080 18.1		13,740 16.5			
	CBS TV					SQUARE PEGS (R)		SMALL & FRYE (OP)		ALICE		ONE DAY AT A TIME		CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)					12,580 15.1		10,910 13.1		12,990 15.6		13,990 16.8		10,000 12.0		11.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 14.8		19 15.4		23 15.0		25 16.3		19 12.2		19 *	
2	TOTAL AUDIENCE (Households (000) & %)					18,080 21.7				22,660 27.2							
	NBC TV					LITTLE HOUSE NW BEGINNING (OP)						NBC MONDAY NIGHT MOVIES M.A.D.: MOTHERS AGAINST DRUNK DRIVERS (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					13,580 16.3	15.2*		17.3*	16,410 19.7	19.2*		19.8*		20.3*		19.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 14.8	23 *		25 *	30 18.7	28 *		29 *		32 *		32 *
TV HOUSEHOLDS USING TV WK. 1		62.0	64.1	65.1	66.2	66.7	67.3	67.5	67.4	65.6	67.2	66.2	65.3	62.9	61.4	59.9	57.8
(See Def. 1) WK. 2		60.7	62.9	63.4	64.8	65.2	67.1	68.0	68.1	67.4	68.3	68.2	67.6	64.1	62.8	62.2	59.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. MON. MAR. 14, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAR.8, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,080 18.1		15,990 19.2		18,580 22.3		17,080 20.5		20,990 25.2				
		AVERAGE AUDIENCE (Households (000) & %)					12,580 15.1		13,910 16.7		16,160 19.4		15,410 18.5		16,830 20.2				
		SHARE OF AUDIENCE %					22		24		28		27		34		19.6*	20.9*	
		AVG. AUD. BY ¼ HR.					13.7	16.4	16.4	17.1	19.1	19.6	18.3	18.7	19.1	20.1	20.8	21.0	
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,490 17.4		13,160 15.8		22,070 26.5								
		AVERAGE AUDIENCE (Households (000) & %)					12,500 15.0		12,250 14.7		13,330 16.0								
		SHARE OF AUDIENCE %					22		21		25		16.7*	24 *	16.9*	25 *	15.8*	25 *	14.4*
		AVG. AUD. BY ¼ HR.					15.1	14.9	14.5	14.8	16.9	16.6	16.9	16.8	16.4	15.2	14.7	14.2	
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,660 24.8								12,830 15.4				
		AVERAGE AUDIENCE (Households (000) & %)					12,080 14.5	14.1*		14.6*		14.3*		15.1*	9,330 11.2	11.4*		11.1*	
		SHARE OF AUDIENCE %					21	21 *		21 *		21 *		22 *	19	18 *		19 *	
		AVG. AUD. BY ¼ HR.					14.1	14.2	14.8	14.4	14.2	14.4	15.3	14.9	11.7	11.1	11.1	11.0	
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,740 18.9		15,160 18.2		20,910 25.1		18,660 22.4		19,330 23.2				
		AVERAGE AUDIENCE (Households (000) & %)					13,660 16.4		13,490 16.2		18,580 22.3		16,830 20.2		14,910 17.9				
		SHARE OF AUDIENCE %					25		24		32		30		30		18.7*	17.1*	
		AVG. AUD. BY ¼ HR.					15.7	17.1	15.7	16.7	21.6	23.1	20.3	20.2	19.1	18.3	17.5	16.7	
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,990 18.0		13,490 16.2		25,070 30.1								
		AVERAGE AUDIENCE (Households (000) & %)					12,500 15.0		11,910 14.3		16,330 19.6								
		SHARE OF AUDIENCE %					22		21		31		19.0*	27 *	19.8*	29 *	19.9*	19.8*	
		AVG. AUD. BY ¼ HR.					15.2	14.8	13.9	14.7	18.7	19.3	19.9	19.8	20.3	19.5	20.2	19.5	
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					22,740 27.3				17,330 20.8				13,490 16.2				
		AVERAGE AUDIENCE (Households (000) & %)					17,740 21.3	19.9*		22.8*		13,330 16.0			9,830 11.8	12.1*		11.5*	
		SHARE OF AUDIENCE %					32	30 *		33 *		23		16.0*	24 *	20	20 *	20 *	
		AVG. AUD. BY ¼ HR.					19.1	20.7	22.7	22.9	16.3	15.7	16.0	16.1	12.3	11.8	11.2	11.9	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	62.2	64.9	64.6	66.4	67.0	68.3	68.8	69.2	69.0	68.8	68.2	67.4	63.7	61.1	58.6	56.3
			WK. 2	58.7	60.6	62.2	64.1	66.0	67.5	67.8	69.3	68.9	69.6	68.0	66.9	62.5	59.6	57.5	55.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. MAR.15, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAR.9, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,990 21.6				23,660 28.4				24,160 29.0				
	ABC TV								HIGH PERFORMANCE			FALL GUY (OP)					DYNASTY	
	AVERAGE AUDIENCE (Households (000) & %)					13,490 16.2	15.3*		17.0*	18,490 22.2	20.8*		23.6*	20,990 25.2	25.2*	25.1*	25.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.1	23 * 15.6		25 * 16.7	33 20.2	31 * 21.5		36 * 22.9	43 24.2	42 * 25.1	44 * 25.4	44 * 24.7	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,080 13.3				15,660 18.8								
	CBS TV								SEVEN BRIDES/SEVEN BROS. (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					8,500 10.2	10.0*		10.4*	8,830 10.6	11.7*		11.2*		10.6*		9.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 9.8	15 * 10.1		15 * 10.5	17 11.9	17 * 11.4		17 * 11.3	17 * 11.2	18 * 11.0	18 * 10.1	16 * 9.2	
W E K 3	TOTAL AUDIENCE (Households (000) & %)					18,830 22.6				17,410 20.9		15,830 19.0		16,080 19.3				
	NBC TV								REAL PEOPLE (OP)		FACTS OF LIFE		FAMILY TIES (SUS-OP)				QUINCY, M.E.	
	AVERAGE AUDIENCE (Households (000) & %)					14,330 17.2	16.8*		17.7*	15,240 18.3		14,240 17.1		13,410 16.1	15.9*		16.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.9	25 * 17.7		26 * 17.6	27 17.7	26 18.8	26 17.5	26 16.7	27 15.7	26 * 16.2	29 * 16.4	29 * 16.4	
W E K 4	TOTAL AUDIENCE (Households (000) & %)					18,240 21.9				20,490 24.6				22,240 26.7				
	ABC TV									HIGH PERFORMANCE		FALL GUY (OP)					DYNASTY	
	AVERAGE AUDIENCE (Households (000) & %)					13,160 15.8	14.9*		16.7*	16,490 19.8	18.8*		20.8*	18,330 22.0	21.8*		22.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.8	23 * 15.0		25 * 16.2	29 18.3	27 * 19.2		30 * 20.1	35 21.5	34 * 21.7	36 * 21.9	36 * 22.2	
W E K 5	TOTAL AUDIENCE (Households (000) & %)					27,320 32.8												
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					16,240 19.5	17.7*		18.6*		20.4*		21.6*		20.1*		18.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.7	27 * 17.6		28 * 18.2		30 * 20.1		31 * 20.7	31 * 21.6	32 * 20.5	30 * 19.8	30 * 19.4	
W E K 6	TOTAL AUDIENCE (Households (000) & %)					19,410 23.3				15,580 18.7		15,740 18.9		15,660 18.8				
	NBC TV								REAL PEOPLE (OP)		FACTS OF LIFE (R)		FAMILY TIES (R)(OP)				QUINCY, M.E.	
	AVERAGE AUDIENCE (Households (000) & %)					15,080 18.1	17.6*		18.6*	14,160 17.0		14,080 16.9		12,000 14.4	14.4*		14.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.6	27 * 18.6		28 * 18.5	25 16.8	23 * 17.1	25 17.0	23 * 16.7	23 * 14.5	23 * 14.3	23 * 14.2	23 * 14.6	
TV HOUSEHOLDS USING TV		WK. 1	60.8	62.7	63.5	64.1	65.2	66.7	67.6	68.3	66.9	67.0	66.7	66.1	61.1	59.6	58.2	56.5
(See Def. 1)		WK. 2	59.3	61.2	61.5	62.6	63.9	65.0	66.4	68.1	68.5	68.6	68.7	68.6	64.7	62.9	62.7	60.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.WED. MAR.16, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAR.10, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					11,750 14.1		11,250 13.5		12,740 15.3		12,410 14.9		16,580 19.9				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					23,740 28.5				21,820 26.2				20,160 24.2				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,160 17.0				14,240 17.1		13,990 16.8		17,490 21.0				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					9,410 11.3				12,080 14.5		10,750 12.9		15,330 18.4				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					25,410 30.5				30,570 36.7								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,410 18.5				13,490 16.2		14,910 17.9		16,080 19.3				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	61.1	62.1	62.5	63.4	64.5	65.6	65.7	66.8	66.2	66.8	66.8	66.3	64.5	62.3	59.8	57.7
			WK. 2	60.7	61.7	62.3	63.6	62.3	63.1	64.1	64.4	64.6	65.6	65.2	65.4	63.3	60.6	58.6	55.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.THU. MAR.17, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAR.11, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,160 18.2		13,080 15.7		10,660 12.8				10,580 12.7			
	ABC TV					BENSON		AT EASE				RENEGADES (OP)				GOLD MONKEY	
	AVERAGE AUDIENCE (Households (000) & %)					13,990 16.8		11,750 14.1		7,660 9.2	9.4*		9.0*	7,250 8.7	8.9*		8.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.1	17.5	22 14.6	13.6	14 9.4	14* 9.3		14* 9.0	14 9.3	14* 8.5	8.2	14* 8.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,410 24.5				25,820 31.0				22,910 27.5			
	CBS TV							DUKES OF HAZZARD (OP)				DALLAS				FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)					16,490 19.8	18.3*		21.2*	23,070 27.7	26.8*		28.6*	19,580 23.5	23.7*		23.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 17.4	29* 19.3		33* 21.0	42 25.9	40* 27.7		43* 28.7	39 24.1	38* 23.2		39* 23.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,000 13.2				16,160 19.4				14,240 17.1			
	NBC TV							POWERS OF MATTHEW STAR (OP)				KNIGHT RIDER (SUS-OP)				REMINGTON STEELE (R)	
	AVERAGE AUDIENCE (Households (000) & %)					7,910 9.5	9.0*		10.0*	13,240 15.9	15.7*		16.2*	11,250 13.5	13.9*		13.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.9	14* 9.1		16* 9.2	24 15.3	24* 16.0		24* 16.3	22 16.1	22* 13.0		22* 13.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,160 17.0		12,410 14.9		11,330 13.6				10,410 12.5			
	ABC TV					BENSON		AT EASE				RENEGADES (OP)				GOLD MONKEY	
	AVERAGE AUDIENCE (Households (000) & %)					12,160 14.6		11,080 13.3		8,000 9.6	9.7*		9.5*	7,750 9.3	9.3*		9.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.0	15.2	21 13.4	13.1	15 9.8	15* 9.5		15* 9.3	16 9.3	15* 9.2	9.6	16* 9.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					28,160 33.8								25,070 30.1			
	CBS TV																DALLAS
	AVERAGE AUDIENCE (Households (000) & %)					18,080 21.7	20.3*		21.8*		22.3*		22.3*	20,830 25.0	24.9*		25.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 19.7	32* 20.9		34* 21.6		35* 22.7		35* 21.9	42 24.5	41* 25.4		43* 25.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,160 14.6				14,910 17.9				9,330 11.2			
	NBC TV							POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)(OP)				GAVILAN	
	AVERAGE AUDIENCE (Households (000) & %)					8,410 10.1	9.7*		10.5*	11,410 13.7	13.2*		14.2*	6,750 8.1	8.4*		7.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 9.9	15* 9.4		16* 10.4	22 12.6	21* 13.9		22* 14.4	14 8.8	14* 8.0	7.7	13* 7.8
TV HOUSEHOLDS USING TV WK. 1		57.5	59.2	60.3	61.0	62.9	64.4	63.7	64.7	65.8	66.8	66.4	66.6	63.2	60.8	59.3	59.0
(See Def. 1) WK. 2		57.3	57.9	58.4	60.8	63.4	64.6	64.3	64.2	63.8	63.2	63.9	63.3	60.3	59.8	58.9	57.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.FRI. MAR.18, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.12, 1983

		Nielsen NATIONAL TV AUDIENCE ESTIMATES																
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,330 19.6				20,580 24.7				16,990 20.4				
	ABC TV					T.J. HOOKER (R)(OP)				LOVE BOAT (OP)				FANTASY ISLAND				
	AVERAGE AUDIENCE (Households (000) & %)					12,250 14.7	13.9*			16,910 20.3	19.5*			13,910 16.7	17.2*		16.2*	
	SHARE OF AUDIENCE %					24	23 *			33	32 *			29	29 *		29 *	
	AVG. AUD. BY ¼ HR. %					13.4	14.3	14.9	16.1	19.0	20.0	20.9	21.3	17.5	16.9	16.4	16.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,580 15.1				17,080 20.5								
	CBS TV					WIZARDS & WARRIORS (OP)				CBS SAT. NIGHT MOVIE JANE DOE								
	AVERAGE AUDIENCE (Households (000) & %)					8,830 10.6	10.7*			11,910 14.3	11.7*			13,910 16.7	17.2*		16.2*	
	SHARE OF AUDIENCE %					18	18 *			24	19 *			23 *	26 *		29 *	
	AVG. AUD. BY ¼ HR. %					11.0	10.3	10.8	10.4	11.5	12.0	13.3	14.4	15.4	15.6	16.1	16.2	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					14,740 17.7		15,580 18.7		12,410 14.9		8,910 10.7		9,910 11.9				
	NBC TV					DIFF'RENT STROKES-SAT.		SILVER SPOONS (R)(OP)		MAMA'S FAMILY		TEACHERS ONLY (OP)		MONITOR				
	AVERAGE AUDIENCE (Households (000) & %)					12,910 15.5		13,740 16.5		11,080 13.3		8,000 9.6		7,410 8.9	9.1*		8.6*	
	SHARE OF AUDIENCE %					26		27		21		16		15	15 *		15 *	
	AVG. AUD. BY ¼ HR. %					14.5	16.6	16.6	16.5	13.0	13.5	9.7	9.4	9.2	9.0	8.7	8.5	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					15,330 18.4				16,410 19.7				14,410 17.3				
	ABC TV					T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND				
	AVERAGE AUDIENCE (Households (000) & %)					11,410 13.7	13.0*			12,660 15.2	14.2*			11,500 13.8	13.9*		13.7*	
	SHARE OF AUDIENCE %					23	22 *			25	23 *			25	25 *		26 *	
	AVG. AUD. BY ¼ HR. %					12.8	13.1	14.2	14.5	14.0	14.4	16.1	16.5	13.8	13.9	13.7	13.6	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					11,660 14.0				23,490 28.2								
	CBS TV					WIZARDS & WARRIORS (OP)				CBS SAT. NIGHT MOVIE STILL THE BEAVER								
	AVERAGE AUDIENCE (Households (000) & %)					8,080 9.7	9.1*			15,740 18.9	17.3*			19,310 23.8	20.1*		19.0*	
	SHARE OF AUDIENCE %					16	15 *			33	28 *			32 *	35 *		36 *	
	AVG. AUD. BY ¼ HR. %					9.0	9.2	10.0	10.8	16.6	18.1	19.0	19.7	20.6	19.7	19.5	18.5	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					16,160 19.4		13,660 16.4		10,500 12.6		8,250 9.9		8,330 10.0				
	NBC TV					DIFF'RENT STROKES-SAT.		SILVER SPOONS (R)(OP)		MAMA'S FAMILY		TEACHERS ONLY		MONITOR				
	AVERAGE AUDIENCE (Households (000) & %)					14,240 17.1		12,500 15.0		9,000 10.8		7,000 8.4		5,910 7.1	7.8*		6.5*	
	SHARE OF AUDIENCE %					29		25		18		14		13	14 *		12 *	
	AVG. AUD. BY ¼ HR. %					16.2	18.0	15.2	14.8	10.5	11.1	8.5	8.3	8.0	7.5	6.8	6.1	
TV HOUSEHOLDS USING TV		WK. 1	54.7	55.8	56.5	57.7	58.9	60.3	60.7	60.9	61.5	62.3	61.5	61.6	59.3	58.6	57.4	56.2
(See Def. 1)		WK. 2	53.3	54.1	54.9	56.8	58.7	59.1	59.4	60.4	61.1	61.4	60.3	60.0	57.4	55.9	54.5	52.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. MAR.19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.12, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,660 5.6															
	ABC TV		ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,500 5.4															
	SHARE OF AUDIENCE %	%	11															
	AVG. AUD. BY ¼ HR. %	%	5.4															
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	%																
	AVG. AUD. BY ¼ HR. %	%																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		10,750 12.9	SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)													
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		6,330 7.6	8.3*			7.5*										
	SHARE OF AUDIENCE %	%		21	20 *			22 *										
	AVG. AUD. BY ¼ HR. %	%		8.3	8.4	7.7		7.4	6.6	5.7								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,580 4.3															
	ABC TV		ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.1															
	SHARE OF AUDIENCE %	%	9															
	AVG. AUD. BY ¼ HR. %	%	4.1															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	%																
	AVG. AUD. BY ¼ HR. %	%																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		11,660 14.0	SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)													
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		6,660 8.0	8.6*			8.3*			6.8*							
	SHARE OF AUDIENCE %	%		24	23 *			25 *			24 *							
	AVG. AUD. BY ¼ HR. %	%		8.5	8.8	8.5		8.2	7.0	6.5								
TV HOUSEHOLDS USING TV		WK. 1	52.2	47.8	42.3	39.3	35.9	33.5	30.9	28.8	25.4	23.0	20.0	17.6	15.4	13.3	11.1	9.7
(See Def. 1)		WK. 2	47.4	44.1	39.3	36.5	34.3	32.3	28.9	26.5	23.5	21.6	19.4	17.5	15.3	13.6	12.0	10.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. MAR.19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.13, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,330 12.4				{ 18,160 21.8				{ 22,070 26.5								
	ABC TV	SEARCH				MATT HOUSTON (OP)				ABC SUNDAY NIGHT MOVIE THE CHINA SYNDROME (9:00-11:29PM) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,750 8.1				{ 14,080 16.9				{ 12,830 15.4								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 8.4	14 * 8.2		8.0 * 7.8	13 * 8.1	25 15.1	24 * 16.4	27 * 17.7	25 18.4	22 * 15.5	22 * 14.6	15.2 * 15.2	23 * 15.2	25 * 15.5	25 * 15.1	26 * 14.7	14.8 * 14.9
E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 28,660 34.4				{ 19,740 23.7				{ 21,070 25.3				{ 20,580 24.7		{ 19,830 23.8		
	CBS TV	60 MINUTES				ARCHIE BUNKER'S PLACE				GLORIA (OP)				JEFFERSONS		NEWHART		
	AVERAGE AUDIENCE (Households (000) & %)	{ 22,570 27.1				{ 17,740 21.3				{ 16,330 19.6				{ 18,830 22.6		{ 16,080 19.3		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	44 23.8	42 * 27.1		45 * 28.4	32 29.2	29 21.1	29 21.4	34 19.4	34 19.7	22.7 21.5	23.9 23.9	22.6 22.6	22.5 22.5	32 19.6	32 * 19.6	33 * 19.3	19.0 * 18.7
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 12,000 14.4				{ 16,080 19.3				{ 21,740 26.1								
	NBC TV	VOYAGERS				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE NIGHTKILL (R)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,000 9.6				{ 13,160 15.8				{ 15,490 18.6								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	16 8.4	14 * 8.6		17 * 10.4	24 11.1	23 * 14.4	24 * 15.7	24 * 16.3	26 * 16.8	29 17.4	26 * 18.1	28 * 18.5	28 * 19.0	31 * 19.5	31 * 19.2	32 * 19.1	18.6 * 18.0
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 13,080 15.7				{ 16,330 19.6				{ 19,830 23.8								
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)				MATT HOUSTON (OP)				ABC SUNDAY NIGHT MOVIE THE FACE OF RAGE (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,330 11.2				{ 13,160 15.8				{ 11,250 13.5								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18 10.1	17 * 11.2		18 * 11.7	24 11.7	22 * 14.1	22 * 15.2	25 * 16.6	25 * 17.1	22 12.9	19 * 13.2	23 * 15.2	23 * 14.8	22 * 13.2	22 * 13.1	22 * 12.8	12.7 * 12.6
E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 27,910 33.5				{ 17,990 21.6				{ 20,410 24.5				{ 21,070 25.3		{ 23,160 27.8		
	CBS TV	60 MINUTES				ARCHIE BUNKER'S PLACE (R)				GLORIA (R)(OP)				JEFFERSONS		NEWHART		
	AVERAGE AUDIENCE (Households (000) & %)	{ 22,660 27.2				{ 15,830 19.0				{ 17,080 20.5				{ 18,330 22.0		{ 19,490 23.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	43 25.2	43 * 28.0		43 * 28.3	29 27.4	26 19.1	26 18.8	31 17.4	31 17.4	21.5 19.6	21.2 21.5	22.9 22.9	22.9 22.9	40 23.0	38 * 23.4	41 * 24.0	23.5 * 23.0
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 9,830 11.8				{ 15,410 18.5				{ 23,820 28.6								
	NBC TV	VOYAGERS (R)				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE SPECIAL BULLETIN								
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,080 8.5				{ 12,000 14.4				{ 12,580 15.1								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 7.1	12 * 7.9		15 * 8.8	21 10.4	21 * 12.8	21 * 14.2	22 * 14.9	22 * 15.6	24 18.8	27 * 16.8	24 * 16.1	24 * 15.5	23 * 14.5	23 * 13.1	22 * 12.8	12.8 * 12.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.4	61.1	62.7	63.9	65.2	66.3	67.0	68.1	66.8	67.6	66.6	65.2	62.5	61.4	58.8	57.0
		WK. 2	61.3	62.6	63.8	64.7	65.0	66.6	67.5	68.8	67.4	66.7	65.4	64.2	61.3	59.3	57.7	56.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. MAR.20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.13, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,250 3.9													
	ABC TV	{		ABC SUNDAY NIGHT MOVIE THE CHINA SYNDROME (9:00-11:29PM)		ABC WEEKEND REPORT- SUN.											
	AVERAGE AUDIENCE (Households (000) & %)	{		16.5*		3,170 3.8											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		34 *		11 4.0											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,500 5.4													
	CBS TV	{		CBS SUNDAY NEWS- OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{		4,250 5.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		10 5.1													
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		1,750 2.1													
	NBC TV	{		NBC LATE NIGHT MOVIE THE LONG SUMMER OF GEORGE ADAMS (R)													
	AVERAGE AUDIENCE (Households (000) & %)	{		1,250 1.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		5 1.7		1.6* 5 * 1.5 1.4											
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		3,330 4.0													
	ABC TV	{		ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,080 3.7													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		8 3.7													
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		5,000 6.0													
	CBS TV	{		CBS SUNDAY NEWS- OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{		5,000 6.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		12 6.0													
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		1,830 2.2													
	NBC TV	{		NBC LATE NIGHT MOVIE SISTER, SISTER (R) (11:30-12:11AM) (SUSPENDING 12:11-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		1,420 1.7													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		5 1.7		1.7* 5 * 1.8 1.5											
TV HOUSEHOLDS (3ING TV WK. 1)		51.3	45.5	35.7	31.2	27.4	24.1	21.0	19.1	16.8	14.7	12.6	10.9	9.3	7.0	6.0	5.6
(See Def. 1) WK. 2		49.9	42.9	35.1	30.8	25.9	22.4	19.3	17.3	16.2	15.2	12.8	10.8	9.1	0.1	7.3	6.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. MAR.20, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			6,080 7.3				5,830 7.0									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)	{			4,830 5.8				4,830 5.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			27 5.8		5.8		26 5.8		5.8							
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,420 4.1				3,920 4.7				4,830 5.8			4,660 5.6		
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID			CHILD'S PLAY		
	AVERAGE AUDIENCE (Households (000) & %)	{			2,830 3.4				3,080 3.7				4,000 4.8			4,000 4.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			16 3.3		3.5		17 3.6		3.8		22 4.6		5.0	22 4.7		4.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			5,000 6.0				4,500 5.4				3,670 4.4			3,920 4.7		
	NBC TV				TODAY SHOW-7:30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8:30AM (CO-OP)	(PARTICIPATING)			FACTS OF LIFE M-F			SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)	{			3,920 4.7				3,750 4.5				3,000 3.6			3,420 4.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			22 4.7		4.8		20 4.7		4.3		17 3.5		3.8	19 4.1		4.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			6,500 7.8				6,250 7.5									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)	{			5,080 6.1				5,250 6.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			29 6.1		6.2		29 6.3		6.3							
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,330 4.0				3,500 4.2				4,580 5.5			4,750 5.7		
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID			CHILD'S PLAY		
	AVERAGE AUDIENCE (Households (000) & %)	{			2,670 3.2				2,830 3.4				3,830 4.6			4,000 4.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			15 3.2		3.2		16 3.3		3.5		21 4.4		4.9	22 4.6		4.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,250 5.1				4,170 5.0				3,750 4.5			4,080 4.9		
	NBC TV				TODAY SHOW-7:30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8:30AM (CO-OP)	(PARTICIPATING)			FACTS OF LIFE M-F			SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)	{			3,330 4.0				3,420 4.1				3,170 3.8			3,500 4.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			19 3.9		4.1		19 4.2		4.0		17 3.6		4.0	20 4.1		4.2
TV HOUSEHOLDS USING TV		WK 1	11.6	14.4	16.8	18.9	20.4	22.0	22.5	22.3	22.1	22.3	22.4	22.6	21.5	21.6	21.7	22.0
(See Def. 1)		WK 2	12.1	14.3	16.8	19.6	20.0	21.3	21.7	21.3	21.4	21.4	21.4	21.7	21.4	21.8	21.3	21.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 7-11, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,500 6.6				5,160 6.2		5,330 6.4		9,500 11.4				8,160 9.8				
	ABC TV	LOVE BOAT DAYTIME (SUS-OP)>				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)	3,830 4.6				4,250 5.1		4,410 5.3		7,250 8.7				6,330 7.6				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 4.3				19 4.8		20 5.1		29 8.0				27 7.5				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	6,500 7.8				8,830 10.6		8,580 10.3		8,080 9.7				5,750 6.9				
	CBS TV	PRICE IS RIGHT 1 (SUS-OP)>				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL		
	AVERAGE AUDIENCE (Households (000) & %)	5,580 6.7				7,580 9.1		6,500 7.8		6,410 7.7				5,080 6.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	31 6.2				39 8.8		30 7.7		29 7.9				28 8.1				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	5,080 6.1				3,170 3.8		2,420 2.9		3,250 3.9		5,750 6.9						
	NBC TV	WHEEL OF FORTUNE (SUS-OP)>				HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)	4,330 5.2				2,750 3.3		2,000 2.4		2,580 3.1		4,410 5.3						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 5.2				14 3.3		9 2.4		12 3.0		19 5.5						
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	5,580 6.7				5,080 6.1		5,080 6.1		9,330 11.2				8,250 9.9				
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)	3,830 4.6				4,250 5.1		4,080 4.9		7,080 8.5				6,160 7.4				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	21 4.3				20 4.4		19 4.9		29 7.8				27 7.1				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	6,660 8.0				8,580 10.3		8,750 10.5		7,660 9.2				5,080 6.1				
	CBS TV	PRICE IS RIGHT 1 (SUS-OP)>				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL		
	AVERAGE AUDIENCE (Households (000) & %)	5,750 6.9				7,410 8.9		6,750 8.1		6,000 7.2				4,580 5.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	32 6.6				39 8.5		31 7.8		25 7.0				27 7.4				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	5,410 6.5				3,000 3.6		2,330 2.8		3,080 3.7		5,250 6.3						
	NBC TV	WHEEL OF FORTUNE				HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)	4,500 5.4				2,670 3.2		1,920 2.3		2,500 3.0		3,920 4.7						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25 5.5				14 3.2		9 2.2		11 2.9		17 5.0						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	21.9	22.8	23.0	24.3	26.5	27.6	26.9	27.5	28.2	29.0	29.0	29.2	28.5	28.7	27.6	28.5
		WK. 2	21.9	22.5	22.9	24.2	26.1	27.2	26.6	27.3	28.1	28.8	28.4	28.3	27.3	27.6	26.6	27.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 14-18, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 7-11, 1983

		NATIONAL TV AUDIENCE ESTIMATES																		
		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,330 12.4						3,670 4.4											11,330 13.6
		GENERAL HOSPITAL → EDGE OF NIGHT																		
		AVERAGE AUDIENCE (Households (000) & %)	8,250 9.9	9.5*			10.3*	3,170 3.8											10,000 12.0	
		SHARE OF AUDIENCE %	32	32 *			32 *	11											20	
		AVG. AUD. BY ¼ HR.	9.3	9.8	10.2	10.4	3.9	3.7											11.7	12.3
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,660 9.2						2,670 3.2											13,910 16.7
		GUIDING LIGHT (OP) → TATTLETALES																		
		AVERAGE AUDIENCE (Households (000) & %)	6,330 7.6	7.4*			7.7*	2,250 2.7											12,250 14.7	
		SHARE OF AUDIENCE %	24	25 *			24 *	8											25	
		AVG. AUD. BY ¼ HR.	7.3	7.5	7.8	7.6	2.6	2.8											14.7	14.7
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,500 5.4						(S) (OP)										11,080 13.3	
		FANTASY →																		
		AVERAGE AUDIENCE (Households (000) & %)	3,080 3.7	3.4*			3.9*											9,910 11.9		
		SHARE OF AUDIENCE %	12	12 *			12 *											20		
		AVG. AUD. BY ¼ HR.	3.3	3.6	3.9	3.9											11.6	12.3		
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,660 12.8						3,420 4.1											11,750 14.1
		GENERAL HOSPITAL → EDGE OF NIGHT (S) (OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	8,250 9.9	9.6*			10.2*	2,920 3.5											10,250 12.3	
		SHARE OF AUDIENCE %	33	34 *			33 *	11											21	
		AVG. AUD. BY ¼ HR.	9.4	9.7	10.1	10.4	3.7	3.3											12.1	12.5
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,160 8.6						2,830 3.4											13,330 16.0
		GUIDING LIGHT (OP) → TATTLETALES → (S) (OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	5,750 6.9	6.7*			7.1*	2,420 2.9											11,750 14.1	
		SHARE OF AUDIENCE %	23	24 *			23 *	9											25	
		AVG. AUD. BY ¼ HR.	6.6	6.9	7.1	7.0	2.7	3.0											13.8	14.4
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,330 5.2																11,160 13.4	
		FANTASY →																		
		AVERAGE AUDIENCE (Households (000) & %)	3,080 3.7	3.4*			3.9*											9,750 11.7		
		SHARE OF AUDIENCE %	12	12 *			13 *											20		
		AVG. AUD. BY ¼ HR.	3.2	3.6	3.8	4.0											11.6	11.7		
TV HOUSEHOLDS USING TV		WK. 1	29.5	31.1	32.7	34.1	34.3	36.0	36.9	39.1	41.7	44.2	46.3	49.2	52.4	55.5	57.4	59.0		
(See Def. 1)		WK. 2	28.4	29.8	30.8	32.3	32.3	33.8	35.4	37.6	39.9	42.0	43.9	46.8	50.5	53.7	55.9	57.6		

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 14-18, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 12, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,750 4.5		5,580 6.7		6,500 7.8		7,750 9.3		6,250 7.5		6,660 8.0	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,000 3.6		4,500 5.4		5,500 6.6		6,660 8.0		5,580 6.7		5,660 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 3.3	4.0	28 5.1	5.7	29 6.6	6.6	31 8.1	8.0	24 6.5	6.8	24 6.7	6.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)	2,080 2.5				2,250 2.7		3,250 3.9		3,250 3.9		3,750 4.5		6,830 8.2		8,000 9.6	
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	1,170 1.4	1.1*		1.7*	1,670 2.0		2,500 3.0		2,670 3.2		3,170 3.8		5,410 6.5		6,250 7.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16 .8	15* 1.5	1.4	16* 2.0	13 1.9	2.1	15 2.9	3.2	14 3.1	3.3	15 3.4	4.2	23 6.0	7.0	27 7.6	7.3
W E K 1	TOTAL AUDIENCE (Households (000) & %)					4,080 4.9		5,250 6.3		7,250 8.7		8,410 10.1		8,000 9.6		5,830 7.0	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,330 4.0		4,410 5.3		6,250 7.5		7,080 8.5		7,000 8.4		5,000 6.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 3.6	4.4	27 5.0	5.6	33 7.0	8.0	33 8.7	8.3	30 8.6	8.3	22 6.0	5.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,830 4.6		5,000 6.0		6,410 7.7		6,500 7.8		5,750 6.9		7,000 8.4	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,000 3.6		4,170 5.0		5,500 6.6		5,410 6.5		4,830 5.8		5,580 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 3.1	4.0	25 4.7	5.4	29 6.7	6.6	25 6.4	6.6	21 5.6	5.9	24 7.1	6.3
W E K 1	TOTAL AUDIENCE (Households (000) & %)	2,330 2.8				2,670 3.2		4,000 4.8		3,250 3.9		4,750 5.7		6,250 7.5		6,750 8.1	
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	920 1.1	.8*		1.4*	1,920 2.3		3,080 3.7		2,580 3.1		4,000 4.8		5,080 6.1		5,330 6.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 .6	12* 1.0	1.2	15* 1.5	15 2.0	2.6	19 3.7	3.6	14 3.2	3.1	18 4.4	5.2	22 6.0	6.3	23 6.4	6.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,830 4.6		4,660 5.6		7,410 8.9		8,250 9.9		9,160 11.0		7,000 8.4	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,920 3.5		3,830 4.6		5,830 7.0		7,330 8.8		8,080 9.7		5,910 7.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 3.1	3.8	23 4.5	4.7	31 6.0	8.0	33 8.6	9.0	35 9.5	10.0	25 7.3	6.9
TV HOUSEHOLDS USING TV WK. 1		7.4	8.7	10.6	12.8	15.7	17.8	19.9	21.1	23.0	25.2	26.7	26.9	27.3	28.5	28.0	28.4
(See Def. 1) WK. 2		7.4	8.7	10.1	11.7	14.1	17.4	20.0	21.3	22.7	25.0	26.6	27.4	28.0	28.6	28.5	28.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. MAR. 19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 12, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,910 7.1		{ 5,330 6.4		{ 6,250 7.5		{ 7,000 8.4									
	ABC TV	WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS SCRUFFY, PART 3		AMERICAN BANDSTAND '83									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,660 5.6		{ 4,330 5.2		{ 5,080 6.1		{ 3,830 4.6		4.7*			4.5*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19 5.8	5.4	18 4.9	5.5	20 5.7	6.4	15 4.6	15* 4.8		4.5	4.5					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,830 8.2		{ 7,000 8.4		{ 3,920 4.7		{ 4,910 5.9		{ 6,000 7.2	{ CBS SPORTS SPECIAL THE ROAD TO ALBUQUERQUE			{ 8,330 10.0	{ CBS NCAA BASKETBALL-SAT VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST		
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,580 6.7		{ 5,910 7.1		{ 3,000 3.6		{ 3,670 4.4		{ 2,830 3.4		3.7*		3.1*	3.2	2.9*	3.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	23 6.5	6.9	24 7.2	7.0	12 3.7	3.5	14 4.2	15* 4.7	11 4.1	12* 3.3		2.9	10* 3.2	9 2.9	9* 2.9	10* 3.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,250 7.5		{ 6,500 7.8		{ 4,250 5.1		{ 3,830 4.6		{ 10,330 12.4	{ NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)						
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,250 6.3		{ 5,500 6.6		{ 3,580 4.3		{ 3,080 3.7		{ 4,170 5.0		4.8*		4.6*		5.2*	5.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22 5.8	6.8	22 6.7	6.4	14 4.2	4.4	12 3.7	15* 3.6	15 4.9	15* 4.9	4.8	4.5	14* 5.2	16* 5.2	16* 5.4	16* 5.3
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,580 5.5		{ 4,000 4.8		{ 5,000 6.0		{ 6,580 7.9	{ AMERICAN BANDSTAND '83								
	ABC TV	WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS ALL THE MONEY IN THE WORLD		AMERICAN BANDSTAND '83									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.2		{ 3,330 4.0		{ 4,330 5.2		{ 3,750 4.5		3.9*		5.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15 4.4	4.0	14 4.1	4.0	18 5.2	5.2	14 3.9	13* 4.0		16* 5.4						
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,410 7.7		{ 6,660 8.0		{ 13,490 16.2								{ 14,490 17.4	{ CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (OP)		
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)						CBS NCAA BSKBL CHAMP-SA-1 NORTH CAROLINA VS JAMES MADISON VIRGINIA VS WASHINGTON STATE MULTI-SEGMENT TELECAST (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,250 6.3		{ 5,660 6.8		{ 6,660 8.0	6.3*		7.5*		8.1*		9.5*	8,410 10.1	9.4*	10.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22 6.0	6.7	24 6.6	6.9	26 6.2	21* 6.6	7.2	25* 7.8	26* 8.1	26* 8.2	29* 9.0	29* 10.0	29 9.1	28* 9.6	31* 10.2	31* 10.3
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 6,580 7.9		{ 6,330 7.6		{ 4,750 5.7		{ 4,330 5.2									
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,660 6.8		{ 5,500 6.6		{ 4,080 4.9		{ 3,500 4.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 6.5	7.0	23 6.6	6.6	16 4.8	4.9	14 4.1	14* 4.2								
TV HOUSEHOLDS USING TV WK. 1		28.2	28.7	28.7	29.9	31.1	32.1	30.7	31.0	31.4	31.7	33.2	33.8	33.4	33.2	33.5	33.5
(See Def. 1) WK. 2		28.4	29.1	28.4	29.0	29.3	30.3	30.3	31.6	31.5	30.9	31.2	32.2	33.0	33.5	33.2	33.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. MAR. 19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 12, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,250 3.9		9,580 11.5						14,580 17.5							
	ABC TV		SPORTSBEAT		PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{	2,500 3.0		5,910 7.1	6.1*		7.4*		7.9*	7,330 8.8	7.4*		9.6*			9.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	9 2.9	3.1	18 5.7	17 *	6.5	7.5	7.4	19 *	19	17 *	9.0	21 *	10.1	9.7	19 *	9.0
E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,580 13.9										9,830 11.8	
	CBS TV		CBS NCAA BASKETBALL-SAT VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)						CBS SPORTS SATURDAY (4:08-5:59PM) MULTI-SEGMENT TELECAST (OP)								CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)	{					5,160 6.2	4.2*		5.9*		6.9*		7.5*			8,500 10.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%		3.1* 9 *	3.3*	9 *	15	11 *	5.7	15 *	6.5	16 *	7.7	16 *	7.2	10.0	20	10.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,580 12.7								6,500 7.8						7,080 8.5	
	NBC TV		NCAA BASKETBALL-REG'L-2 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)						BAY HILL GOLF CLASSIC-SAT (5:12-6:00PM) (OP)								NBC NIGHTLY NEWS- SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,660 5.6	5.0*		5.0*		5.5*		6.3*	4,500 5.4			5.4*			5,910 7.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 4.8	15 *	5.2	14 *	4.8	14 *	6.0	15 *	5.5	5.3	5.4	12 *	5.4	6.8	14	7.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,750 3.3		10,500 12.6						14,080 16.9							
	ABC TV		SPORTSBEAT		PRO BOWLERS TOUR (3:30-5:01PM) (-OP)						ABC WIDE WORLD-SPORTS SAT (5:01-6:30PM) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	2,080 2.5		6,000 7.2	5.6*		7.1*		8.9*	8,000 9.6	8.5*		9.1*			11.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	7 2.3	2.6	19 5.4	16 *	5.9	19 *	6.6	23 *	22	21 *	8.6	21 *	9.6	11.1	23 *	11.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,080 18.1										6,160 7.4	
	CBS TV		CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)						CBS NCAA BSKBL CHMP-SPEC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)(-OP)								CBS SAT. NEWS- SCHIEFFER (6:35-7:00PM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,660 9.2	9.1*				8.7*		8.6*			5,330 6.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	10.2* 31 *	10.1	10.4	10.6*	30 *	28 *	11.1	22	8.8	22 *	8.2	20 *	9.7	10.2	12	6.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{			5,330 6.4				7,000 8.4								9,910 11.9	
	NBC TV		JOHN DENVER CELEB. SKIING						KEMPER OPEN-SAT.								NBC NIGHTLY NEWS- SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{			2,750 3.3	3.1*		3.5*	3,000 3.6	3.4*		3.2*		4.2*			7,500 9.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			9 3.0	9 *	3.1	10 *	9 3.8	9 *	2.9	8 *	3.9	10 *	4.4	8.7	17	9.4
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1 33.2	34.1	35.9	37.2	38.5	39.0	40.2	41.6	42.1	43.0	44.2	46.3	48.3	50.1	51.7	53.1
			WK. 2 33.6	33.9	35.3	36.7	36.8	37.4	38.6	39.2	39.9	42.2	42.2	44.4	48.2	50.5	51.6	52.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. MAR. 19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.13, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									7,000 8.4							
		LONE RANGER/ ZORRO (SUS)(SUS-OP)		KWICKY KOALA SHOW (SUS)(SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)				SUNDAY MORNING				FOR OUR TIMES (SUS)			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)									3,920 4.7							
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									6,580 7.9							
		LONE RANGER/ ZORRO (SUS)(SUS-OP)		KWICKY KOALA SHOW (SUS)(SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)				SUNDAY MORNING				FOR OUR TIMES (SUS)			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)									3,750 4.5							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	5.5	6.7	8.5	10.5	12.7	14.6	16.8	19.0	21.8	24.0	24.9	25.6	26.1	27.8	27.3
(See Def. 1)		WK. 2	5.0	6.2	7.0	8.5	10.8	13.5	15.7	17.5	19.8	22.2	22.3	22.7	23.7	25.1	25.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. MAR.20, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,910 5.9								17,160 20.6						
	ABC TV				← THIS WEEK-DAVID BRINKLEY →					DIRECTIONS (SUS)			← USFL FOOTBALL NEW JERSEY VS PHILADELPHIA (1:30-4:45PM) →						
	AVERAGE AUDIENCE (Households (000) & %)	{			2,830 3.4	3.3*		3.6*					6,160 7.4	5.6*		8.1*		7.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			12 3.2	12 *		12 *					21 4.8	17 *		24 *		22 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,000 2.4		8,160 9.8								10,080 12.1				
	CBS TV				FACE THE NATION					← CBS NCAA BASKETBALL TULANE VS LOUISVILLE →				← CBS NCAA BASKETBALL-GM 2 ALABAMA VS GEORGIA OKLAHOMA VS MISSOURI (2:00-4:41PM) →					
	AVERAGE AUDIENCE (Households (000) & %)	{			1,670 2.0		3,670 4.4	3.7*		5.1*		4.9*		4.1*	3,500 4.2	2.8*		2.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			7 1.8	2.1	15 3.4	13 *	4.1	18 *	5.4	16 *	4.6	12 *	12 3.1	8 *	2.6	2.8	2.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{							3,580 4.3		9,830 11.8								
	NBC TV								MEET THE PRESS		← NCAA BASKETBALL GAME-SUN VIRGINIA VS NORTH CAROLINA STATE (1:00-3:15PM) →								
	AVERAGE AUDIENCE (Households (000) & %)	{							2,830 3.4		3,500 4.2	3.1*		3.9*		3.2*		4.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							12 3.4	3.4	13 2.8	10 *		12 *		9 *		14 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{			5,160 6.2								15,490 18.6						
	ABC TV				← THIS WEEK-DAVID BRINKLEY →					DIRECTIONS (SUS)			← USFL FOOTBALL DENVER VS CHICAGO TAMPA BAY VS NEW JERSEY (1:30-4:45PM) →						
	AVERAGE AUDIENCE (Households (000) & %)	{			2,830 3.4	3.7*		3.2*					5,500 6.6	4.6*		5.9*		6.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			13 3.7	14 *		12 *					17 4.3	13 *		16 *		18 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,750 3.3						15,580 18.7								
	CBS TV				FACE THE NATION					← CBS NCAA BSKBL CHMP-SP-1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST →									
	AVERAGE AUDIENCE (Households (000) & %)	{			2,250 2.7						7,660 9.2	7.2*		9.2*		8.4*		9.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			10 2.8	2.6					25 6.3	21 *		25 *		23 *		26 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)	{							3,580 4.3		6,500 7.8						8,830 10.6		
	NBC TV								MEET THE PRESS		← NBC SPORTS-RINGSIDE-SUN. →						SPORTSWORLD (2:30-4:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)	{							3,000 3.6		3,500 4.2	3.4*		4.2*		4.9*	5.4	5.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							12 3.5	3.6	12 3.3	11 *		12 *		14 *	14	14 *	
TV HOUSEHOLDS USING TV			WK. 1	27.4	28.3	29.4	30.2	30.8	31.7	30.9	31.7	32.0	33.4	34.5	34.6	33.8	34.6	34.7	35.8
(See Def. 1)			WK. 2	25.6	27.0	28.2	29.1	28.8	30.2	31.7	32.2	33.0	34.9	36.0	36.8	36.3	37.7	37.8	38.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.13, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 11,330 13.6 USFL FOOTBALL NEW JERSEY VS PHILADELPHIA (1:30-4:45PM)															8,830 10.6 ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,330 10.0 ABC WIDE WORLD-SPORTS-SUN															7,330 8.8 ABC WRLD NEWS TONIGHT-SUN	
	SHARE OF AUDIENCE %	{ 24 24 ABC WIDE WORLD-SPORTS-SUN															17 17 ABC WRLD NEWS TONIGHT-SUN	
	AVG. AUD. BY ¼ HR.	6.6	7.6	7.8	7.8	8.1	7.7	7.4	8.6	9.6	10.1	10.3	11.2			8.4	9.2	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 13,990 16.8 CBS NCAA BASKETBALL-GM 2 ALABAMA VS GEORGIA OKLAHOMA VS MISSOURI (2:00-4:41PM) (-OP)															4,410 5.3 CBS EVENING NEWS- DEAN(B)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,080 7.3 CBS SPORTS SUNDAY (4:41-6:30PM) (OP)															3,500 4.2 CBS EVENING NEWS- DEAN(B)	
	SHARE OF AUDIENCE %	{ 17 17 CBS SPORTS SUNDAY (4:41-6:30PM) (OP)															8 8 CBS EVENING NEWS- DEAN(B)	
	AVG. AUD. BY ¼ HR.	2.1	2.8	3.8	5.4	6.8	7.1	6.0	5.7	6.8	7.1	6.9	7.2	8.6	9.1	3.6	4.8	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,750 10.5 (1) BAY HILL GOLF CLASSIC-SUN (3:15-5:10PM) (-OP)															7,330 8.8 NBC NIGHTLY NEWS- SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,080 4.9 SPORTSWORLD (5:10-6:00PM) (OP)															6,160 7.4 NBC NIGHTLY NEWS- SUN	
	SHARE OF AUDIENCE %	{ 11 11 SPORTSWORLD (5:10-6:00PM) (OP)															14 14 NBC NIGHTLY NEWS- SUN	
	AVG. AUD. BY ¼ HR.	7.3	4.7	4.7	4.8	4.8	5.1	5.4	6.1	4.1	4.4	5.2	5.4			7.3	7.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,250 13.5 USFL FOOTBALL DENVER VS CHICAGO TAMPA BAY VS NEW JERSEY (1:30-4:45PM)															7,660 9.2 ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,330 6.4 ABC WIDE WORLD-SPORTS-SUN															6,410 7.7 ABC WRLD NEWS TONIGHT-SUN	
	SHARE OF AUDIENCE %	{ 14 14 ABC WIDE WORLD-SPORTS-SUN															14 14 ABC WRLD NEWS TONIGHT-SUN	
	AVG. AUD. BY ¼ HR.	5.5	6.6	7.3	7.5	7.9	7.9	8.8	6.0	6.0	6.0	6.8	7.2			7.6	7.8	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 17,580 21.1 CBS NCAA BSKBL CHMP-SP-1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)															9,660 11.6 CBS EVENING NEWS- DEAN	
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,410 11.3 CBS NCAA BSKBL CHMP-SP-2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)															7,830 9.4 CBS EVENING NEWS- DEAN	
	SHARE OF AUDIENCE %	{ 26 26 CBS NCAA BSKBL CHMP-SP-2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)															17 17 CBS EVENING NEWS- DEAN	
	AVG. AUD. BY ¼ HR.	11.2	10.3	10.0	9.9	10.4	10.6	10.2	11.7	12.0	12.5	13.1	11.0			8.8	9.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,830 9.4 SPORTSWORLD (2:30-4:00PM)															8,500 10.2 NBC NIGHTLY NEWS- SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,170 3.8 KEMPER OPEN-SUN.															6,410 7.7 NBC NIGHTLY NEWS- SUN	
	SHARE OF AUDIENCE %	{ 9 9 KEMPER OPEN-SUN.															14 14 NBC NIGHTLY NEWS- SUN	
	AVG. AUD. BY ¼ HR.	5.5	5.8	5.9	4.6	3.7	3.5	3.6	3.5	3.8	3.9	3.8	4.3			7.4	8.1	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	36.4	34.9	35.5	36.2	37.4	38.5	39.2	39.7	41.9	43.3	44.5	47.3	49.4	51.3	52.0	55.4
		WK. 2	39.4	40.5	41.4	41.0	41.2	41.5	42.3	43.6	45.5	47.1	48.3	49.4	52.2	53.3	55.1	57.4

U.S. TV Households: 83,300,000

(1) NCAA BASKETBALL GAME-SUN, VIRGINIA VS NORTH CAROLINA STATE, NBC, (1:00-3:15PM)

For explanation of symbols, See page A.

DAY SUN. MAR.20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%
EVERNING MONDAY													
NBC NBC NEWS CAPSULE-2-MON(SUS)	1	9.57- 9.58PM	9.45										
EVERNING TUESDAY													
NBC NBC NEWS CAPSULE-2-TUE(SUS)	2	9.58- 9.59PM	9.45										
EVERNING WEDNESDAY													
NBC NBC NEWS CAPSULE-2-WED(SUS)	1	9.58- 9.59PM	9.45										
EVERNING THURSDAY													
NBC NBC NEWS CAPSULE-2-THU(SUS)	2	9.58- 9.59PM	9.45										
EVERNING FRIDAY													
NBC NBC NEWS CAPSULE-2-FRI(SUS)	1	9.58- 9.59PM	9.45										
EVERNING SATURDAY													
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	13,580	16.3	13,580	16.3	27	16.3	10,750	12.9	10,750	12.9
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	16,410	19.7	16,410	19.7	32	19.7	12,250	14.7	12,250	14.7
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	7,580	9.1	7,580	9.1	15	9.1	8,910	10.7	8,910	10.7
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	11,080	13.3	11,080	13.3	22	13.3	9,910	11.9	9,910	11.9
NBC NBC NEWS CAPSULE-2-SAT.	1	9.58- 9.59PM	9.45	6,410	7.7	6,410	7.7	13	7.7				
EVERNING SUNDAY													
ABC ABC SPORTS UPDATE-SUN	1	8.33- 8.34PM	8.30	14,660	17.6	14,660	17.6	26	17.6	13,580	16.3	13,580	16.3
	2	8.34- 8.35PM	8.30							12,080	14.5	11,910	14.3
ABC ABC NEWSBRIEF-SUN.	2	9.50- 9.52PM	9.45										
	1	10.02-10.03PM	10.00	12,410	14.9	12,410	14.9	24	14.9				
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	14,990	18.0	14,990	18.0	26	18.0	13,740	16.5	13,740	16.5
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	10,660	12.8	10,660	12.8	19	12.8	10,250	12.3	10,250	12.3
EVERNING MONDAY-FRIDAY													
ABC ABC NEWSBRIEF-M-F		>	9.45	13,080	15.7	13,080	15.7	24	15.7	13,490	16.2	14,080	16.9
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	6,080	7.3	4,830	5.8	17	6.6				
	2	>	11.30							7,330	8.8	5,580	6.7
			11.45									6.8*	19*
			12.00									4.8	19*
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.00-12.10AM	12.00							4,410	5.3	4,410	5.3
ABC LAST WORD		>	12.00	3,170	3.8	2,080	2.5	11	3.1	3,170	3.8	2,080	2.5
			12.15				2.9*	11*	2.7			2.9*	11*
			12.30						2.4				
			12.45				2.2*	11*	2.1			2.2*	11*
			1.00						2.2				1.9
CBS NEWSBREAK-M-F	1	>	8.15	11,750	14.1	11,750	14.1	21	12.5	14,160	17.0	14,080	16.9
	2	>	8.45						14.6				
			9.00						M-F				
CBS CBS NCAA BSKBL CHAMP-FRI(5)	2	11.30- 2.23AM	11.30						M-F	11,250	13.5	4,750	5.7
			11.45						M-F			7.2*	17*
CONT'D													

A-40 Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																		
CBS CBS NCAA BSKBL CHAMP-FRI(S)-CONT'D			12.00													6.0 FRI.		
			12.15											5.8* 18*		5.6 FRI.		
			12.30													5.4 FRI.		
			12.45											5.3* 20*		5.1 FRI.		
			1.00													5.5 FRI.		
			1.15											5.7* 27*		5.8 FRI.		
			1.30													5.8 FRI.		
			1.45											5.7* 34*		5.7 FRI.		
			2.00													4.9 FRI.		
			2.15											4.2* 32*		3.0 FRI.		
CBS CBS NCAA BSKBL CHAMP-THU.(S)	2	11.30- 2.00AM	11.30								7,910 9.5	3,000	3.6 18			6.3 THU.		
			11.45										5.7* 17*			5.0 THU.		
			12.00													4.6 THU.		
			12.15										4.1* 17*			3.7 THU.		
			12.30													3.4 THU.		
			12.45										3.3* 18*			3.1 THU.		
			1.00													3.0 THU.		
			1.15										3.1* 21*			3.1 THU.		
			1.30													2.1 THU.		
			1.45										1.9* 18*			1.7 THU.		
CBS LATE MOVIE I			11.30	7,500	9.0	5,250	6.3	22	6.3	M-F	7,160	8.6	5,080	6.1	21	6.2	M-W	
			11.45						6.3*	18*				6.3*	18*		6.4	M-W
			12.00						6.5	M-F							6.3	M-W
			12.15						6.4*	24*				6.1*	23*		6.0	M-W
			12.30						6.0	M-F							5.6	M-W
			12.45						5.4	M-F								
		VARIOUS TIMES	(SUS)															
CBS LATE MOVIE II			12.30	4,500	5.4	3,670	4.4	26	5.0	M-F	4,000	4.8	3,250	3.9	24	4.4	M-W	
			12.45						4.7	M-F							4.1	M-W
			1.00						4.4	M-F							3.8	M-W
			1.15						4.1*	26*				3.6*	24*		3.5	M-W
			1.30						3.1	WED.							3.4	TU & W
		VARIOUS TIMES	(SUS)															
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,500	1.8	1,330	1.6	19	1.7	M-THSU	1,250	1.5	1,080	1.3	15	1.4	M-THSU	
			2.15						1.5	M-THSU							1.2	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	2,420	2.9	1,000	1.2	28		M-THSU	1,920	2.3	670	.8	19		M-THSU	
			2.45						1.5	M-THSU							1.4	M-THSU
			3.00						1.2	M-THSU							1.1	M-THSU
			3.15						1.4	M-THSU				1.2*	18*		1.1	M-THSU
			3.30						1.3	M-THSU				1.0*	19*		.9	M-THSU
			3.45						1.2	M-THSU				.8*	19*		.8	M-THSU
			4.00						1.2	M-THSU							.8	M-THSU
			4.15						1.1	M-THSU				.8*	21*		.8	M-THSU
			4.30						1.0	M-THSU							.6	M-THSU
			4.45						1.1*	34*				.6*	18*		.6	M-THSU
			5.30						1.0	M-THSU							.8	M-THSU
			5.45						1.0	M-THSU				.8*	22*		.8	M-THSU

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS CAPSULE-M-F		>	8.45 9.00	9,830	11.8	9,830	11.8	18	11.7 12.2	M-F TUE.	10,580	12.7	10,580	12.7	19	12.7	M-F		
NBC NBC NEWS CAPSULE-2-M-F	1 2	9.58- 9.59PM >	9.45 9.45	9,000	10.8	9,000	10.8	16	10.8	TU&TH	10,750	12.9	10,750	12.9	19	12.9	MW		
NBC NBC SPECIAL REPORT(SUS)	1	11.30-11.41PM	11.30							WED.									
NBC TONIGHT SHOW		>	11.30 11.45 12.00 12.15 12.30	8,500	10.2	5,000	6.0 7.1*	20 20*	7.3 6.3 5.7 4.9 4.0	M-F M-F M-F M-F WED.	9,410	11.3	5,910	7.1 7.7*	23 22*	7.9 7.4 7.1 5.9	M-F M-F M-F M-F		
NBC DAVID LETTERMAN I		>	12.30 12.45 1.00	3,000	3.6	2,420	2.9	15	3.1 2.8 2.6	M-TH M-TH WED.	3,500	4.2	2,920	3.5	18	3.7 3.2	M-TH M-TH		
NBC SCTV NETWORK		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	5,330	6.4	3,000	3.6 4.2*	17 17*	4.5 3.9 3.7 3.7 3.3 2.8	FRI. FRI. FRI. FRI. FRI. FRI.	6,410	7.7	3,080	3.7 5.0*	17 19*	5.4 4.7 3.6 3.1 2.9 2.6	FRI. FRI. FRI. FRI. FRI. FRI.		
NBC DAVID LETTERMAN II		>	1.00	2,330	2.8	1,920	2.3	16	2.5	M-TH	2,670	3.2	2,170	2.6	17	2.8	M-TH		
NBC NBC NEWS OVERNIGHT-M-F		>	1.15 1.30 1.30 1.45 2.00 2.15	1,500	1.8	1,250	1.5 1.4*	13 12*	2.2 2.2 1.5 1.5 1.5 2.1	M-TH WED. M-F M-TH M-F M-F	1,580	1.9	1,330	1.6 1.7*	14 15*	1.7 1.6 1.4 1.4	M-TH M-F M-TH MTUWF MTUWF		
VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	1	6.15- 6.30AM	6.15							M-F									
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	2	6.15- 6.30AM	6.15														M-F		
ABC ABC WORLD NEWS-MORN-6.45A		6.45- 7.00AM	6.45	1,830	2.2	1,830	2.2	18	2.2	M-F	2,000	2.4	1,920	2.3	18	2.3	M-F		
ABC REAGAN NEWS CONF.-ABC(SUS)	1	11.00-11.21AM	11.00							FRI.									
ABC ABC DAYTIME NEWSBRIEF-M-F	1 2	1.57- 1.59PM >	1.45 1.45	6,660	8.0	6,500	7.8	26	7.8	M-F	6,250	7.5	6,000	7.2	24	7.2	M-F		
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15								10,830	13.0	7,410	8.9 8.1*	24 24*	7.9 8.3 9.5 9.9	WED. WED. WED. WED.		
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,250	1.5	1,000	1.2	16	1.1 1.3	M-F M-F	1,250	1.5	1,000	1.2	15	1.0 1.3	M-F M-F		
CBS CBS NEWS SPECIAL REPORT(SUS)	1	11.04-11.21AM	11.00							FRI.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,330	7.6	6,000	7.2	30	7.2	M-F	6,160	7.4	6,000	7.2	31	7.2	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,250	6.3	4,910	5.9	18	5.9	M-F	5,080	6.1	4,750	5.7	18	5.7	M-F		
CBS CBS LIBRARY(S)	2	4.30- 5.30PM	4.30								5,500	6.6	3,330	4.0	11	3.8	TUE.		
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D			4.45																
CBS CBS LIBRARY(S)-CONT'D			5.00																
			5.15																
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,420	1.7	1,170	1.4	13	1.2	M-F		1,580	1.9	1,170	1.4	13	1.2	M-F	
			6.45						1.6	M-F							1.7	M-F	
NBC NBC REAGAN(SUS)	1	11.00-11.20AM	11.00							FRI.									
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	5,000	6.0	2,330	2.8	7	3.1	TUE.									
			4.15				2.6*	7*	2.2	TUE.									
			4.30						2.8	TUE.									
			4.45				3.0*	7*	3.3	TUE.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	3,830	4.6	3,000	3.6	22	3.6			4,000	4.8	2,920	3.5	21	3.5		
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	6,580	7.9	5,410	6.5	23	6.5			4,660	5.6	4,080	4.9	18	4.9		
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	5,500	6.6	4,750	5.7	19	5.7			4,250	5.1	3,250	3.9	13	3.9		
ABC PRO BOWLERS TOUR	2	3.30- 5.01PM	5.00									10,500	12.6	6,000	7.2	19			
																	9.2		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,330	2.8	1,830	2.2	13	2.2			2,500	3.0	2,420	2.9	17	2.9		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,920	3.5	2,330	2.8	14	2.8			2,750	3.3	2,420	2.9	14	2.9		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,080	3.7	2,670	3.2	13	3.2			3,000	3.6	2,750	3.3	14	3.3		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,830	4.6	3,580	4.3	16	4.3			4,580	5.5	4,410	5.3	20	5.3		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,500	7.8	5,830	7.0	25	7.0			5,750	6.9	5,250	6.3	23	6.3		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,750	6.9	5,660	6.8	23	6.8			5,830	7.0	5,580	6.7	24	6.7		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,160	7.4	5,660	6.8	23	6.8			6,410	7.7	5,750	6.9	24	6.9		
CBS CBS NCAA BSKBL CHAMP-SA-1	2	12.00- 2.10PM	2.00									13,490	16.2	6,660	8.0	26			
			2.15														10.4		
			2.30														.7		
																	<<		
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	3,000	3.6	2,830	3.4	11	3.4										
CBS IN THE NEWS-12.56PM	1	12.56-12.59PM	12.45	4,170	5.0	3,830	4.6	15	4.6										
CBS CBS NCAA BASKETBALL-SAT	1	2.00- 4.09PM	4.00	8,330	10.0	2,670	3.2	9											
									4.0										
CBS CBS NCAA BSKBL CHAMP-SA-2	2	2.07- 4.33PM	4.30									14,490	17.4	8,410	10.1	29			
																	8.5		
CBS CBS NCAA BSKBL CHAMP-SPEC(S)	2	4.35- 6.36PM	6.30									15,080	18.1	7,660	9.2	22			
																	10.9		
NBC ASK NBC NEWS-8:28AM	1	8.28- 8.30AM	8.15	3,750	4.5	3,500	4.2	25	4.2			3,250	3.9	3,080	3.7	22	3.7		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,080	6.1	5,000	6.0	30	6.0			4,000	4.8	4,000	4.8	24	4.8		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	6,500	7.8	6,250	7.5	26	7.5			7,910	9.5	7,660	9.2	32	9.2		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,330	6.4	5,080	6.1	22	6.1			6,410	7.7	6,160	7.4	27	7.4		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	5,250	6.3	5,160	6.2	21	6.2			5,080	6.1	4,910	5.9	20	5.9		
NBC NCAA BASKETBALL-REG'L CONT'D	1	1.00- 3.01PM	3.00	10,330	12.4	4,170	5.0	15											

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY SATURDAY-CONT'D															
NBC NCAA BASKETBALL-REG'L-CONT'D			3.00						<<						
NBC NCAA BASKETBALL-REG'L-2	1	3.00- 5.11PM	+GRID 5.00	10,580	12.7	4,660	5.6	15	6.7						
DAY SUNDAY															
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15												
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45												
CBS CBS NCAA BSKBL CHMP-SP-1(S)	2	1.00- 3.43PM	+GRID 3.30 3.45							15,580	18.7	7,660	9.2	25	10.7 .8
CBS CBS NCAA BASKETBALL-GM 2	1	2.00- 4.41PM	+GRID 4.30	10,080	12.1	3,500	4.2	12	7.8						
NBC BAY HILL GOLF CLASSIC-SUN(S)	1	3.15- 5.10PM	+GRID 5.00	8,750	10.5	4,330	5.2	14	6.2						